OCTOBER 27, 1947 PRICE 20 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

**this is going to leave you limp...**

*or: How to have WOR make 34,057,161 people do things for you — very profitable things, we might add — in practically all of the northeastern U.S. and a delicious chunk of Canada and even as far south as Georgia, the Carolinas and Virginia. It's really a very wonderful story.*

Now, EVERYBODY, sit still. Fix eyes straight on the copy. Breathe deeply, exhale s-l-o-w-l-y. Don't you feel more calm? Fine! Well, let's go . . .

You'll recall—though you're completely forgiven if you don't—that not so long ago WOR told you how the Broadcast Measurement Bureau, Inc. which recently did a magnificent job of sizing network and station audiences from coast to coast, reported that . . .

1. In the daytime WOR is listened to regularly in well over 3½-million homes with radios in 244 counties in 14 states.

2. In the nighttime WOR is listened to regularly in well over 4½-million homes with radios in 430 counties in 18 states.

We said we'd tell you more in future ads. This is a future ad. We're telling. WOR didn't talk about *people* in that previous piece. But listen — and this is where you're liable to go limp:

Did it ever occur to you that WOR can spray your message, or your music or . . . or your appeal for old mandolins into states and counties and cities and towns lived in by more than

**1/4 of all the people in this magnificent country? 34,057,161 people?**

Yes, WOR: just *one* station. Just one station to do a job that maybe—well, maybe you'd need twenty or thirty stations to do.

Yes, Dear Reader, it's true. And we can prove it with facts, figures and fancy, but, oh, so *simple*, charts.

Well, why stand there gawking? Why not get on your shiny new skates and whir right down to 1440 Broadway, in New York, and bing-bang our beautiful old brass knocker* to be let in?

**WOR — heard by the most people where the most people are**

* *We really haven't one. But it's fun to think of, isn't it?*

MUTUAL

# This is the Hansen family OF KENOSHA, WISCONSIN

The Alfred C. Hansen family: Mrs. Hansen; Richard, age 6; Mr. Hansen, and Kenneth, age 3.

ALFRED C. HANSEN grew up on a farm in Norway, came to America twenty years ago, and has lived in and near Kenosha ever since. Mr. Hansen is a building contractor, owns his own business.

The Hansen family, including 6-year-old Richard and 3-year-old Kenneth, live in the tenant house on the 85-acre farm, where Mrs. Hansen was raised, now operated by her brother. They are building a new home of their own on an acre of ground about a mile away. Radio has long played an important part in the lives of the Hansen family – and particularly station WLS. Mrs. Hansen has been a constant WLS listener since the 1920's, remembers well how they had to use their battery set sparingly all week – just for WLS markets and Dinnerbell Time – so there would be enough "juice" to hear the WLS National Barn Dance on Saturday nights.

Today she and the whole family still listen to the National Barn Dance and Dinnerbell – to the markets and WLS news – to a score of favorite WLS programs day after day.

It is on such families as the Alfred Hansens that WLS microphones have been focussed for almost 24 years. To those folks we have offered the entertainment they wanted . . . the service they needed . . . leading to a loyal audience. And upon a loyal audience depend advertising results.

**890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.**

**WLS**

**CHICAGO 7**

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

*One of a series. Facts on radio listening in the Intermountain West*

## New Hooper Survey Reveals

# INTERMOUNTAIN NETWORK *First* In INTERMOUNTAIN WEST

**17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK**

**UTAH**
- KALL, Salt Lake City
- KLO, Ogden
- KOVO, Provo
- KOAL, Price
- KVNU, Logan

**IDAHO**
- KFXD, Boise-Nampa
- KFXD-FM, Boise-Nampa
- KVMV, Twin Falls
- KEYY, Pocatello
- KID, Idaho Falls

**WYOMING**
- KVRS, Rock Springs
- KDFN, Casper
- KWYO, Sheridan
- KPOW, Powell

**MONTANA**
- KBMY, Billings
- KRJF, Miles City
- KMFR, Great Falls*
- KMIN, Butte*

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

**4-state, 14-city survey — the largest Hooper area study ever made in the Rocky Mountain West**

STATION LISTENING INDEX
14 INTERMOUNTAIN NETWORK CITIES
Winter, 1947

| | | SHARE OF AUDIENCE** | | | | |
|---|---|---|---|---|---|---|
| TIME AND DAY | Sets-In-Use* | Inter-mountain Network | Other Competitive Network "A" | Other Competitive Network "B" | Other Competitive Network "C" | Indepen-dents |
| 8:00 A.M. — 12:00 N. Monday thru Friday | 22.2 | **36.0** | 25.2 | 18.9 | 17.1 | 2.8 |
| 12:00 N. — 6:00 P.M. Monday thru Friday | 25.0 | **40.4** | 31.6 | 10.4 | 11.6 | 6.0 |
| 6:00 P.M.—10:00 P.M. Sunday thru Saturday | 37.2 | **24.5** | 39.0 | 23.1 | 10.8 | 2.6 |

*Base—Total Homes Called
**Base—Sets-In-Use

NOTE: See complete Report for list of stations included in network groups.

**This is only part of the amazing Intermountain Network story!**

**Ask Avery-Knodel for details**

# THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

*Concentrated Coverage where the people live*

*Avery-Knodel*, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# BROADCASTING... at deadline

## Closed Circuit

AS OF this writing Friday failure of White House to take cognizance of National Radio Week, which began Oct. 26, through statement or Presidential proclamation caused consternation in both broadcasting and radio manufacturing circles. White House secretariat had been contacted well in advance. Squelching or delay of announcement in some quarters attributed to anti-radio attitude of certain of those on secretarial level.

TRYOUT SYSTEM—not unlike that used by Broadway producers to test shows in smaller cities before bringing them to New York—proposed by Ken. R. Dyke, NBC administrative vice president. Prospective network programs would be broadcast over selected NBC stations to test audience reaction before introducing on network. Some might be produced in New York and broadcast by transcription.

PROCTER & GAMBLE Co., Cincinnati (Lava soap) reportedly interested in purchasing *Suspense*, Thursdays 8-8:30 p.m. on CBS, to be dropped by Roma Wine Co., as possible replacement for *F.B.I. in Peace and War.* Account handled by Biow Co., New York, also agency for Roma. Program is CBS package show.

REPORTED IN WORKS is $250,000 purchase of KOOL Phoenix, Ariz., by Hollywood's Gene Autry. Contract for transfer of 100% of 5 kw 960 kc outlet said to lack only signatures. Autry to dispose of minor holding in KPHO Phoenix. He holds option to purchase share of KOWL Santa Monica, Calif. KOOL licensed to Maricopa Broadcasters Inc.

AFL leaders, never too happy about violent lone-wolfing tactics of Petrillo union, aren't taking lightly talk of CIO musicians union. Already definite moves are under way to lure recording musicians into new union, and they are getting encouraging response from men more interested in filling kitchen cupboard than Petrillo's bulging coffers.

SIDE meetings to give impetus to solid front against AFM blitz will be booked in early November by NAB with Radio Mfrs. Assn. and FM Assn. Plans will be made this week, with NAB likely meeting FMA liaison committee in morning and RMA liaison group at luncheon-afternoon session same day.

INTERESTING ANGLE: Recorders not officially notified by Petrillo of any plan to stop making records. Only formal action was one-paragraph statement by Petrillo at news conference.

PORTENTS of legislative activity in House next session involving radio are seen in peregrinations of Kurt Borchardt, legislative expert of House Interstate Commerce Com-

*(Continued on page 102)*

## *Upcoming*

Oct. 27: IRE, Baltimore Section, 8 p.m., Engineers Club, Baltimore.

Oct. 27-29: Canadian Assn. of Broadcasters Board of Directors, Toronto.

Oct. 27-29: School Broadcast Conference, Hotel Continental, Chicago.

Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.

(Other Upcomings on page 89)

## Bulletin

BASIC contractual differences between Radio Writers Guild, networks and agencies, including subsidiary rights squabble, settled last week, Roy Langham, of RWG, disclosed. Terms to be made public after union's New York, Chicago and Los Angeles members vote on issues Wednesday.

APPEAL of IBEW from dismissal of collective bargaining petition for WARL Arlington technicians was granted Friday by National Labor Relations Board. Petition referred to general counsel for further proceedings.

### RATNER NAMED CBS VICE-PRESIDENT

VICTOR M. RATNER, head of New York public relations firm bearing his name, appointed CBS vice president and director of advertising and sales promotion effective Nov. 3. He succeeds David Frederick, resigned. Mr. Ratner held similar posts with CBS in past, having been with network from 1930 to 1941. Louis Hausman, manager, CBS Presentation Div., named associate director, Advertising and Sales Promotion Dept.

## Business Briefly

DEALER DISCS ● Clem McCarthy completes transcribed series for Marcus Breir's Sons, Amsterdam, N. Y. (Bantamac sports jackets) for use on local stations by dealers. Produced by Leighton & Nelson Adv., Schenectady, recorded at Empire Broadcasting, New York.

CARTER ADDS ● Carter Products, New York, Nov. 3 adds about 30 stations, increases from three to five times weekly on 120 stations now carrying announcements. Station list now totals 450. Contracts 52 weeks. Agency, Ted Bates Inc., New York.

RU-EX SPOTS ● Ru-Ex Co., St. Paul (proprietary) started one-minute spot announcement campaign on about 60 stations for 26 weeks. Agency, Harry B. Cohen Adv. Co., New York.

### CONGRESSMAN DEMANDS ANTI-PETRILLO LEGISLATION

REP. EDWARD J. DEVITT (R-Minn.), in statement to KSTP St. Paul, declared Congress must take constructive steps to curb unwarranted and excessive powers James C. Petrillo exercises over musical destinies of U. S. "He has so restricted free expression of musical abilities . . . that future growth and expansion . . . is seriously jeopardized to detriment of musicians and public," Rep. Devitt said.

"He (Petrillo) has sponsored enactment of Federal law which classes musicians along with Communists, anarchists, and immoral persons as undesirable potential citizens of U. S. Law deprives musical profession of . . . exchanging talents between nations and . . . welds more closely power Petrillo exercises over union. . . . Law should be repealed. I intend to sponsor bill to accomplish that end . . . Caesarism in musical arts must be terminated."

## FM Group Offers Changes in NAB Code

EASING of commercial limits in proposed NAB Standards of Practice to allow three minutes commercial time, excluding station breaks, in 15-minute segment asked by NAB FM Executive Committee at Friday meeting. Committee members had polled FM stations and emphasized they are included in code provisions (early code story page 15).

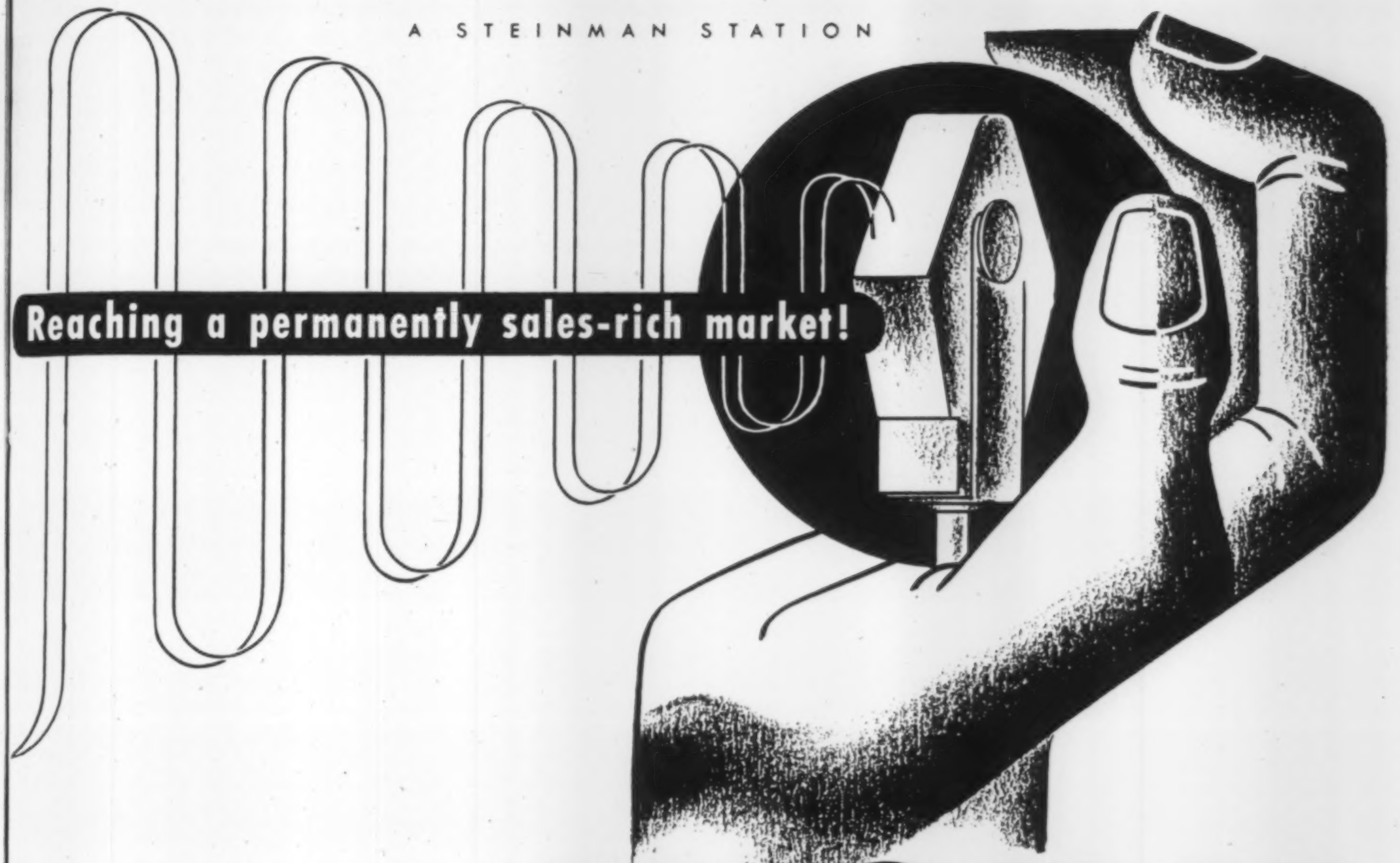
In commercial time bracketing, one change suggested—additional 30 seconds commercial content allowed in 30-minute night programs. Ban on middle commercials in newscasts revised to leave up to management discretion. Clause on contests and offers designed to "buy" audience strengthened.

Rent announcements would not come under double-spotting ban; racing odds allowed after event is over.

Committee urged more management studies of FM stations; favored study of methods of counting FM receivers; named subcommittee to plan FM part in next NAB convention; asked to be informed of network music negotiations; urged networks sign no contracts likely to impede progress of FM. Petrillo situation discussed at length.

Attending meeting were: From NAB, A. D. Willard Jr., Harold Fair and Arthur C. Stringer; Leonard Asch, WBCA Schenectady; Cecil Masten, WNBF-FM Binghamton; Matthew Bonebrake, KOCY-FM Oklahoma City; Edward A. Wheeler, WEAN Evanston, Ill.; L. B. Lindquist, WSYR-FM Syracuse; Everett Dillard, WASH Washington; Willard Egolf, WBCC-FM Bethesda, Md., and John Shepard 3rd, WGTR Boston, board liaison members. Mr. Asch was chairman of meeting.

A STEINMAN STATION


Reaching a permanently sales-rich market!

# WORK

## YORK, PENNSYLVANIA

Your product advertised over WORK reaches the greater York market which is permanently prosperous. Located here are many large, well-known industries—manufacturing products for which there's a never-ending demand. Surrounding the industrial section is a rich, farming countryside. Your advertising dollars are wisely and economically spent on WORK. It offers real sales possibilities. Write for information.

NBC AFFILIATE

*Sales Representative* **RADIO ADVERTISING COMPANY**

**New York Chicago Los Angeles San Francisco**

Yes, WBIG-FM soon!

We're BIG.

in law enforcement—we cooperate with city, county, state and federal officers. the highway patrol use our facilities often.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

BROADCASTING
TELECASTING

*Published Weekly by Broadcasting Publications, Inc.*

**Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022**

### *IN THIS ISSUE . . .*

Independents Draft Proposed New Code___ 15
CCBS Offers 750-kw Station Plan________ 15
The Coals That Kindled AFM Fire________ 16
Fight to Finish Opens Against Petrillo_____ 17
Petrillo Edict Draws Censure of Press_____ 17
Rev. Smith Assailed at WIBK Hearing_____ 19
Worth Clark Added to FCC Prospects______ 19
Audience Measurement Battle Flares______ 20
Kobak Decries Radio Research Waste______ 20
SEC Thomascolor Investigation Ends______ 20
N. C. Broadcasters Ask Code Revision_____ 87
Griffith Dismissal Petition Scored_________ 89
NBC to Emphasize Public Affairs Programs__ 89

### DEPARTMENTS

Agencies _______ 58
Allied Arts______ 62
Commercial _____ 56
Editorial ___ ____ 54
FCC Actions ____ 70
Management ____ 50
Network Accounts_ 66
News __ _____ 64
Open Mike _____ 81
Our Respects to__ 54
Production ______ 60
Programs _______ 82
Promotion ______ 76
Sid Hix ________ 18
Sponsors _______ 66
Technical _______ 68
Turntable ______ 80
Upcoming ______ 89

**At Washington Headquarters**

**SOL TAISHOFF**
***Editor and Publisher***

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Bob Luce, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

**BUSINESS**

**MAURY LONG, *Business Manager***

George L. Dant, *Adv. Production Manager;* Tom Stack, Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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Dorothy Young, David Ackerman, Pauline Arnold, Warren Sheets, Chapalier Hodgson.

**PROMOTION**

**WINFIELD R. LEVI, *Manager***

Betty Beckanstin.

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250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Helen Spahn.
**Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

**CHICAGO BUREAU**

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

**HOLLYWOOD BUREAU**

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

**TORONTO BUREAU**

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

*Copyright 1947 by Broadcasting Publications, Inc.*

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

# THE LOCAL APPROACH GETS RESULTS IN NEW ENGLAND

| | |
|---|---|
| WNAC | Boston, Mass. |
| WFAU | Augusta, Me. |
| WJOR | Bangor, Me. |
| WICC | Bridgeport, Ct. |
| WKXL | Concord, N. H. |
| WSAR | Fall River, Mass. |
| WEIM | Fitchburg-Leominster, Mass. |
| WHAI | Greenfield, Mass. |
| WONS | Hartford, Ct. |
| WHYN | Holyoke, Mass. |
| WLNH | Laconia, N. H. |
| WCOU | Lewiston-Auburn, Maine |
| WLLH | Lowell-Lawrence, Massachusetts |
| WKBR | Manchester, N.H. |
| WNLC | New London, Ct. |
| WBRK | Pittsfield, Mass. |
| WMTW | Portland, Me. |
| WHEB | Portsmouth-Dover, N. H. |
| WEAN | Providence, R. I. |
| WSYB | Rutland, Vt. |
| WWCO | Waterbury, Ct. |
| WDEV | Waterbury, Vt. |
| WAAB | Worcester, Mass. |

**The Yankee Network's 23 home-town stations present the broadest, most flexible means of approach to all New England markets.**

**You can buy any individual station or any number of stations individually, or you can buy the entire network.**

**This means direct access to any market, to parallel present distribution or to establish new dealer outlets.**

**New England people listen to their Yankee home-town stations. They do every day buying for family needs in home-town stores. They are reached most effectively through the locally accepted Yankee home-town station used by their home-town merchants.**

**That is why a Yankee home-town station gives you greatest local impact—enables you to spot your sales effort where it will do the most good.**

## *This is* THE YANKEE NETWORK

# *It's as simple as this...*

We represent radio stations. We work for them, not they for us. Our efforts on behalf of the Columbia-Owned stations long have been recognized as unique and outstanding. Helpful to client, helpful to station. Profitable to both.

As might be expected, other stations have discussed with us from time to time the subject of our representing them. Recently we decided on a limited expansion. Much ado has been made of this. So we thought you would like to know more about our unusual operation:

1 Most able station managers recognize that it is their local live personalities and programs which make their stations better than average. They believe many advertisers could use these local live personalities and programs more effectively than they can use announcements. But *time* salesmen—or organizations—aren't paid to sell programs. They're paid to sell time. We're paid to sell programs too. And we do. The C-O stations have liked that. So have WAPI and WBT. And so do WRVA and KSL. The advertisers who sponsor these local personalities are very happy with the sales that are hitched to these local stars. We're very happy too.

2 Our men know their business thoroughly... and first-hand. At a cost to us of thousands of dollars each year, each Radio Sales account executive visits each station regularly. He learns—from personal contact—

the native character of each market, the unique personality of each station—its program philosophy, its talent and its techniques. Radio Sales represented stations like this system very much. Advertisers and agencies place a high value on the reliability of our knowledge. We believe it is no exaggeration to say that Radio Sales men know the spot broadcasting business more thoroughly than do time salesmen who rarely or never see the inside of the stations they represent.

3 Like most stations, the effective area of a Radio Sales represented station extends far beyond its city line. Coincidental telephone measurements of audience size made inside city limits have been inadequate for our purposes. So Radio Sales long ago devised the first area-audience measurements for individual stations. We conducted the first studies of early morning and late evening listening. We pioneered the now famous Listener Diary technique... measurements of the flow and composition of audiences, as well as their size. Radio Sales has its own research staff, separate from that of CBS. Its efforts and the resulting data help our men know more about what makes radio "tick". We believe it reasonable to say that they know more about the characteristics of the radio audience than do men who have had less access to this fund of knowledge.

Hours spent listening to local live programs, days spent studying stations in the field, weeks spent absorbing the lessons of audience research, all take a great deal of time. We believe it is the only way to represent an important radio station. But this system obviously limits the number and class of stations we can serve. We have set our limit at fifteen. It's as simple as that.

**Radio Sales** *Radio Stations Representative • A Division of CBS*

To what program are you listening, coach ?

To the Notre Dame game over WFLA

**The coach is like most of the other folks who live in the busy Tampa - St. Petersburg market. No matter what's going on, they stay tuned to WFLA most of the time. According to Hooper, WFLA leads in listeners in the heart of Florida's richest, most heavily populated trade area—morning, afternoon, and night! . . . Incidentally, during the next few months, WFLA will give you a big audience bonus —at no extra cost. Winter visitors, you know, who don't want to miss those NBC programs they hear regularly at home.**

WFLA

5000 WATTS
DAY AND NIGHT

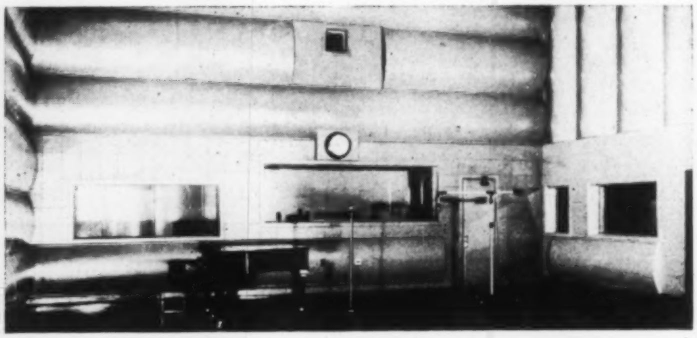
NBC

The Tampa Tribune Station

National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.

TAMPA

# Feature of the Week



*Main studio of the Communication Center.*

CULMINATION of years of preparation for the U. of North Carolina Communication Center came Oct. 19 when the first of five separate series of weekly programs was broadcast from the new campus studios at Chapel Hill.

The basic plan of the Communication Center is "to bring together . . . all types of tools of communication" to (1) provide a wider educational and cultural opportunity for more people, (2) to provide training in the effective use of the tools of communication, and (3) to provide opportunity for research in the effectiveness of these tools as media of educational and mass communication.

The plan is now in operation, with the first of the radio programs now on the air. *The University Hour,* a Sunday afternoon

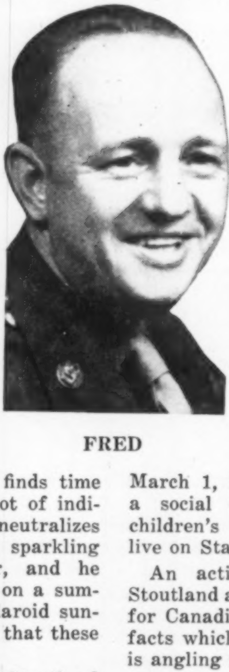
*(Continued on page 88)*

# Sellers of Sales

DIOGENES can put out his lantern and finally get some sleep, for we've found an honest man for him. That citadel of veracity is Fred Stoutland, timebuyer for BBDO, New York. Mr. Stoutland confesses—openly and proudly—that he really uses all of the products for which he buys time. It is not only a policy with him, but a creed, and to dignify that creed he has invented a slogan . . . "Whose Bread I Eat, His Song I Sing."

The Bread Mr. Stoutland eats, incidentally, is Bond Bread, and naturally it is the bread for which he buys time.

And when his over a million dollars worth of annual billing allows him a spare moment for reading, that moment is spent with the *Saturday Evening Post, Holiday, Sports Afield* and the *Ladies Home Journal*—all his accounts.



FRED

When Mr. Stoutland finds time for a headache or a spot of indigestion he immediately neutralizes that condition with a sparkling glass of Bromo Selzer, and he wouldn't be found dead on a summer's day without a Polaroid sunvisor. Have you guessed that these are also his accounts?

The remarkable Mr. Stoutland began his career much as any ordinary advertising man. In 1930 he landed a job in the production department of Lennen & Mitchell. From that beginning he gravitated into the media department, then to the research branch. There he did interview work, surveys, sales and analysis product testing. In 1935 he also worked on publicity and was in radio production, for a time producing local shows and commercials on network programs. He also bought radio time for agency clients.

In Sept. 1942, Fred forsook radio and advertising for the Army and an airplane. He was a staff sargeant in the Air Corps.

He returned to Lennen & Mitchell in 1945 and served in the radio department for six months before joining BBDO New York as a time buyer.

The Stoutlands—his wife is the former Harriet Salvesen—were married March 1, 1947. Mrs. Stoutland is a social worker specializing in children's activities. The couple live on Staten Island.

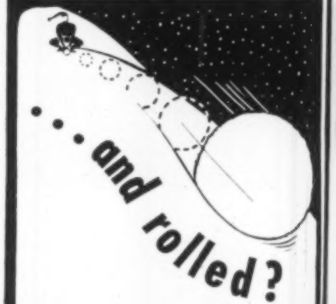
An active chess player, Mr. Stoutland also plays golf and fishes for Canadian trout every summer, facts which might suggest that he is angling for a sporting goods account.

He is a charter member of the Radio Executives Club.

Remember the story about...

the flake of snow

. . . that rolled



That's the story of W-W-D-C! Starting in pretty shyly . . . then growing more confident as clients' business boomed . . . we rolled right along! Today, to do a low cost sales job in the great Washington market . . . you need the audience that, in vast numbers, listens to and is influenced by 1450 on the dial!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

# KVOO
# NBC

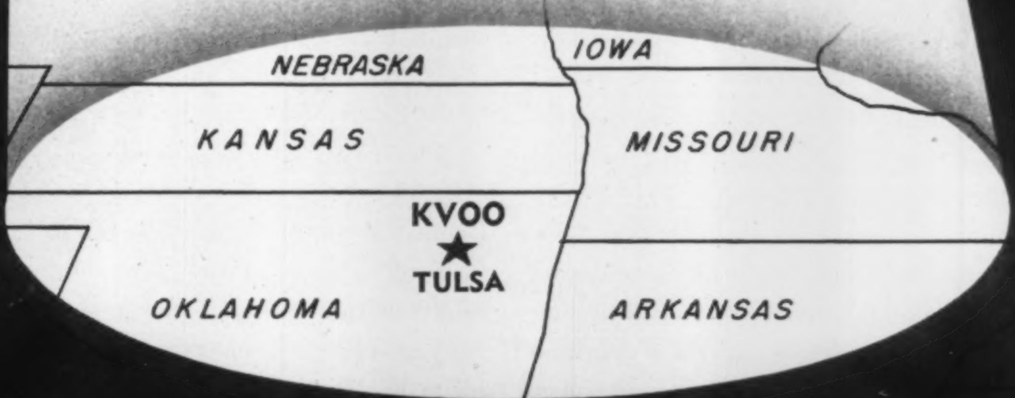
Economist Roger Babson has designated an important area encompassing portions of Kansas, Nebraska, Iowa, Oklahoma, Missouri and Arkansas as the "Magic Circle" wherein, he believes, lies America's greatest opportunity for the future. KVOO's market area is almost within the center of this circle.

There is a *second Magic Circle* within this area which Mr. Babson has overlooked — KVOO's Magic Circle — that area in which KVOO *Buying Influence* has been an important factor since 1925! Advertisers, national and local, are well aware of KVOO's *Magic Circle* and each year finds more and more of them making increasing use of its selling power !

No wonder KVOO's *Magic Circle* grows in influence . . . the great combination of KVOO power and outstanding local programming plus more than 20 years' affiliation with NBC, America's Number One Network, has built and will continue to build and hold enthusiastic listener loyalty!

Today and tomorrow this unbeatable combination will add its influence to the continuing growth of this great section of America which Mr. Babson so aptly has named *"The Magic Circle!"*

**KVOO OKLAHOMA'S GREATEST STATION**
**50,000 WATTS 1170 KC**



**Edward Petry & Co., Inc., National Representatives**

MENU
SUNDA
DWICH 25c
NNADE

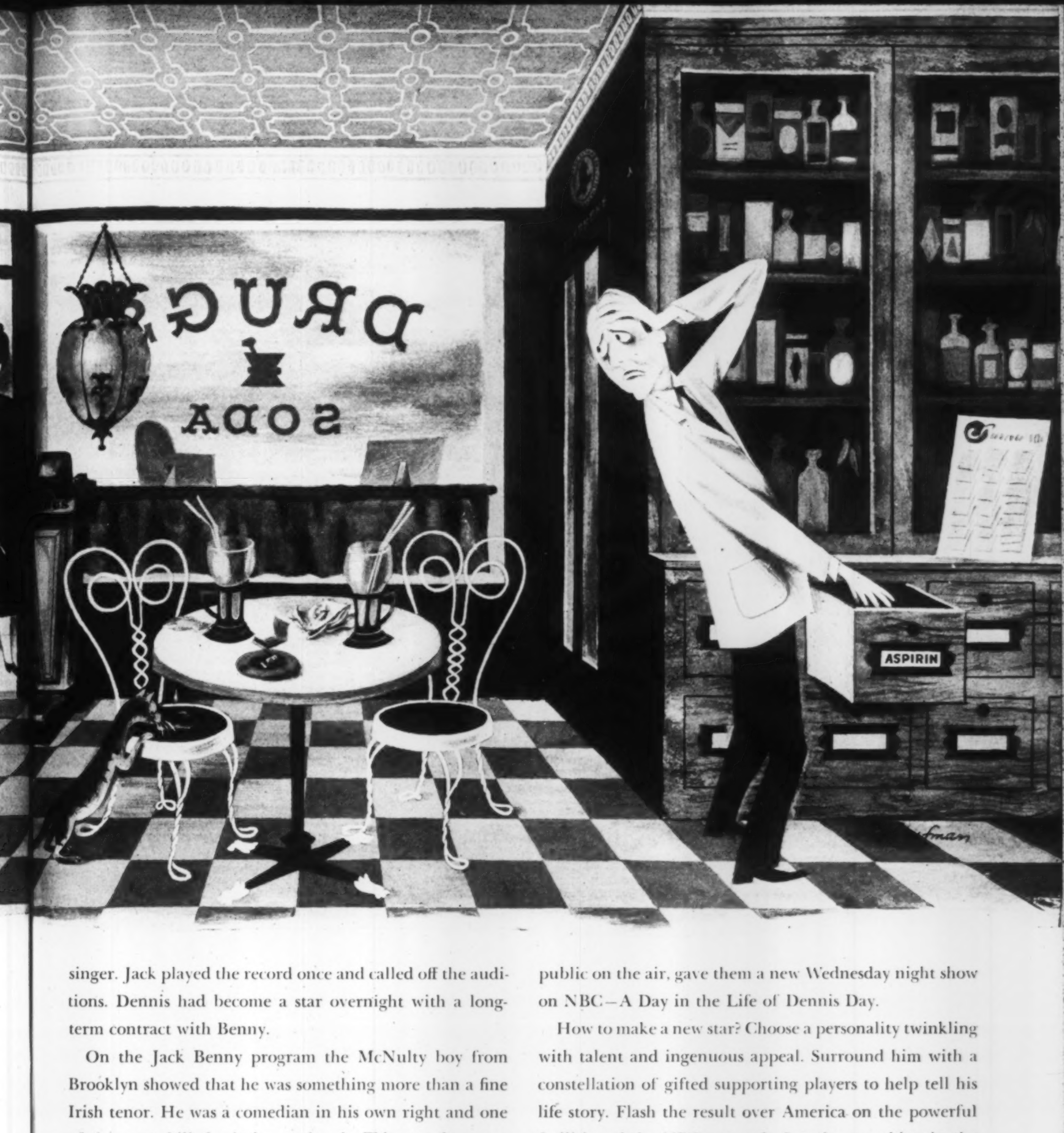
# It happened on NBC

STORY OF A DAY ★ Once upon a time, young Mr. and Mrs. McNulty set sail from County Mayo, Ireland, bound for Brooklyn in the United States of America. With them they brought high hopes, two fine Irish accents and an accordion.

That accordion was the peg on which Horatio Alger, had he lived, would have hung one of his most fabulous "boy-makes-good" yarns. By 1920 the McNultys had a fine family of five boys and one girl. Mrs. McNulty sang them Irish lullabies, accompanying herself on her accordion. One of the boys, Eugene Dennis, never seemed to get enough of his mother's music. As soon as he could walk he was dancing Irish clogs and singing while his mother played. He grew up to be Dennis Day.

Dennis's success story is as happy as his own personality. Graduating from Manhattan College he entered Columbia University's School of Law. When illness cut short his studies he started to sing on a local New York station. Mary Livingstone heard his first program, rushed a recording to Jack Benny who was holding auditions for a new

*AMERICA'S NO. 1 NETWORK*



singer. Jack played the record once and called off the auditions. Dennis had become a star overnight with a long-term contract with Benny.

On the Jack Benny program the McNulty boy from Brooklyn showed that he was something more than a fine Irish tenor. He was a comedian in his own right and one of the most skilled mimics on the air. Talent and personality such as his couldn't be confined to one half-hour show. Listeners wanted more of Dennis Day. The Colgate-Palmolive-Peet Company, long experts in pleasing the public on the air, gave them a new Wednesday night show on NBC—A Day in the Life of Dennis Day.

How to make a new star? Choose a personality twinkling with talent and ingenuous appeal. Surround him with a constellation of gifted supporting players to help tell his life story. Flash the result over America on the powerful facilities of the NBC network. Let the star shine in the galaxy of other great shows heard on NBC. The result: Millions of American homes are brighter with the glow of a welcome, new star.

*A service of Radio Corporation of America*

*. . . the National Broadcasting Company*

# how would you like a 5.4 PUBLIC SERVICE PROGRAM in RALEIGH?

- Long before the Blue Book was even a gleam in its fathers' eyes, most good radio stations were just as fully aware as now that top-notch public service is top-notch *business* for everybody concerned.

Among *many* other public service activities, WPTF at Raleigh, for instance, has for years aired "We, The Women." It is a sincere and serious public service feature conducted by Mrs. Harriet Pressly, wife of a college President, mother of five children and outstanding leader of civic enterprise in North Carolina. Is it good? Its rating is a highly responsive 5.4.

If you, too, believe that public service is *good business*—if you would like to sponsor such features on *any* station represented by F&P—let us show you what's available, via Bull's-Eye Radio.

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| ALBUQUERQUE | KOB |
| BEAUMONT | KFDM |
| BOISE | KDSH |
| BUFFALO | WGR |
| CHARLESTON, S. C. | WCSC |
| COLUMBIA, S. C. | WIS |
| CORPUS CHRISTI | KRIS |
| DAVENPORT | WOC |
| DES MOINES | WHO |
| DENVER | KVOD |
| DULUTH-SUPERIOR | WDSM |
| FARGO | WDAY |
| FT. WORTH-DALLAS | WBAP |
| HONOLULU-HILO | KGMB-KHBC |
| HOUSTON | KXYZ |
| INDIANAPOLIS | WISH |
| KANSAS CITY | KMBC |
| LOUISVILLE | WAVE |
| MINNEAPOLIS-ST. PAUL | WTCN |
| NEW YORK | WMCA |
| OMAHA | KFAB |
| PEORIA-TUSCOLA | WMBD-WDZ |
| PORTLAND, ORE. | KEX |
| RALEIGH | WPTF |
| ROANOKE | WDBJ |
| SAN DIEGO | KSDJ |
| ST. LOUIS | KSD |
| SEATTLE | KIRO |
| SYRACUSE | WFBL |
| TERRE HAUTE | WTHI |
| **TELEVISION:** | |
| ST. LOUIS | KSD-TV |

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*Since May, 1932*

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BROADCASTING
TELECASTING

VOL. 33, No. 17 WASHINGTON, D. C., OCTOBER 27, 1947 $7.00 A YEAR—20c A COPY

# Independents Draft Proposed New Code

## 'Rebellion' Within Industry Denied by Committee

By J. FRANK BEATTY

CONVINCED that the proposed NAB code adopted by the board at Atlantic City would bring wholesale resignations of member stations, a special committee of independents proposed an entirely new code last Thursday.

The revised standards are adapted to all segments of the industry, the committee feels, and actually are more stringent than the original version. All talk of an industry "rebellion" was without any basis whatever, the committee insisted.

Supported by demand from large numbers of stations for sweeping changes, the code committee put in an eight-hour continuous session. NAB officials took part only briefly during the luncheon period.

Besides its doubted workability, the original proposed code is fatally marred by lack of mature consideration, the committee stated. To remedy this defect it proposed that the board defer final action at its mid-November meeting to give all stations a chance to study whatever changes are made at that time.

### Time Element

A 60-day probation period winding up in an "opinion poll" was recommended before the board takes final action. This would permit operation of the code by Feb. 1, 1948, original date set by the board, provided industry sentiment is favorable to the new document.

Because of the resentment over failure to give adequate time for study of the standards prior to the convention, the independents unanimously adopted a resolution designed to insure proportionate representation in association affairs. The resolution proposed that a permanent Independents Committee be authorized by the board.

The 12-man independent committee, named a fortnight ago by NAB to insure adequate presentation of independent views on the standards, named Ted Cott, WNEW New York, as chairman.

In starting the code rewriting task the committee adopted a resolution endorsing the principle of "a code" and another stating that independents were "deeply disappointed" that they had not been given a voice in its writing.

As a remedy for this grievance the group proposed that it be represented at the Nov. 13-15 board meeting to present its views. The committee was not satisfied to rest its case on whatever action the special three-man board code-processing committee takes when it meets Nov. 3 to analyze all industry suggestions as an aid to board consideration.

Named to appear before the board were Mr. Cott; Arthur Harre, WJJD Chicago, and Ben Strouse, WWDC Washington.

A. D. Willard Jr., NAB executive vice president, thanked the committee for its code study. He said:

"The NAB is grateful to this committee for its constructive spirit of cooperation. It has performed an important assignment in an extremely short time.

"If it is the opinion of the committee that further meetings should be held before the November board meeting to modify or enlarge its proposals, it need only communicate that desire to this office."

Mr. Cott explained after the daylong meeting that the committee in no sense constitutes a "protest group" or "a rebellion within the NAB."

"We have tried to make the standards applicable to everybody, but we have also tried to make it a stronger code," he said.

To bring about industrywide

(*Continued on page 93*)

### Code Changes

CHANGES in the proposed NAB Standards of Practice, as recommended, follow in condensed form:

Commercial time in approximate 15-minutes limited to 2:30 minutes; one minute station break permitted for total of 3:30 in 15 minutes for multiple-sponsored programs.

Dramatization of political programs permitted.

Religious fund appeal clause eased.

Same limits for day and night.

Time brackets revised.

"Should" changed to "shall" all through code.

Service announcements exempt from strengthened double-spot ban; limited to two an hour.

**SHARP REWRITING** of proposed NAB code was done by this independent committee at Thursday meeting in Washington. Left to right: Edward Lamb, WTOD Toledo; Harold B. Shaw, WOAY Oak Hill, W. Va.; Arthur Harre, WJJD Chicago; Elliott Sanger, WQXR New York; Ted Cott, WNEW New York; Frank Blair, WSCR Scranton, Pa.; Ralph Weil, WOV New York; Al Meyer, KMYR Denver; Ben Strouse, WWDC Washington; Eugene Weil, WLAQ Rome, Ga.; Calvin J. Smith, KFAC Los Angeles.

# *CCBS Offers 750-kw Station Plan*

## *Final Hearing Evidence Certain to Be Given This Week*

BY RUFUS CRATER

FCC's hoary and bitterly fought clear-channel case sped toward its climax last week as the Clear Channel Broadcasting Service unveiled a highly controverted plan designed to carry four network services into virtually every sector and based on use of 750-kw power by at last 20 clear-channel stations.

It apeared almost certain that final evidence in the 2½-year-old proceeding would be presented this week, barring complications. There was a strong possibility that usual FCC procedure would then be reversed and oral argument scheduled to precede the issuance of any decision by the Commission. In this case it was thought oral argument would come in one to two months, and that FCC's decision then might be either proposed or final.

In view of the urgency for deciding many phases of the case as soon as possible to meet the May 1 deadline for final U. S. recommendations for changes in the North American Regional Broadcasting Agreement (NARBA), it was felt that the Commission might be forced to consider the possibility of making its decision in segments, deciding first those questions necessary for NARBA preparations.

The CCBS "20-station plan," covered on testimony Tuesday by John H. DeWitt Jr., president of WSM Nashville and engineering director of CCBS, found major networks critical and brought charges from the Regional Broadcasters Committee that local and regional outlets would suffer, that interference problems would be greater than indicated, and that "equitable distribution" of service would not be achieved as called for in the Communications Act.

Mr. DeWitt countered that "the entire country would benefit from a choice of four program services by skywave signals of a good or reasonably satisfactory grade," that this is better than existing service, and that the overall adjacent-channel interference problems "would be small." He insisted that "changes can't be made without hurting somebody," that "some

(*Continued on page 90*)

# Jimmy's Chips Are Down . . . . . . . An Editorial

IN HIS quarter-century as a labor czar—the last seven as the president of the American Federation of Musicians—James Caesar Petrillo has never lost a major battle. He has hurled defiance at a President of the United States, Congress, the country and the military in wartime. He has aroused the enmity of the people and even his own labor people. But, because he has never tasted defeat, his "boys" have stuck by him.

Jimmy's lust for conquest now has led him to what must be his Waterloo. For Jimmy seems bent upon the murder of music performed by American musicians. His new campaign transcends the give-and-take bargaining of management and labor. It goes beyond the issues of make-work and featherbedding, even though Jimmy may not have intended it that way.

The ban on records and transcriptions as of Dec. 31 is another salient in Jimmy's campaign. His men just won't work, he ordains. The next foray on his war map will be to pull the plug on the networks when contracts expire Jan. 31. These follow, in a Hitleresque sequence, the ban against duplication of AM programs over FM stations, and the ukases against use of music on television and over FM networks.

This time no one is being kidded—except possibly Jimmy's 3,000 professional members who work for radio. In all history, no one has ever been able to stifle progress. The march may have been impeded temporarily, but technological advances have moved inexorably with time.

The Taft-Hartley and the Lea Acts of the last Congress were aimed principally at the excesses of labor autocrats of the Petrillo stripe. Yet Jimmy blandly says that there is no law that can force a man to work. He probably is right. And he would emerge a greater AFM hero than ever if any of his adversaries in radio or recording capitulated as they did in 1944. Then he won his fight for royalties on all records for his trick relief and welfare fund—now outlawed under the Taft-Hartley bill.

By whatever name it may be called, Jimmy has conditioned his union for a strike. There will be no live music for radio after Jan. 31, as it now stands.

What's his alternative? He hasn't stated it since the enactment of the new laws, and that's on advice of counsel. He wants standbys, make-work, welfare funds and secondary boycotts. He wants full fees for anything that may be duplicated anywhere. He wants all stations to pay for fixed quotas of men, whether they perform or not. In sum, he wants everything Congress has said he can't have, but he wants them by acquiescence.

He thinks he can get them because he firmly believes the networks and the recording companies won't risk a work stoppage. The fact that an important segment of the national economy and the welfare and entertainment of practically the entire populace is imperiled doesn't bother him.

But we think Jimmy has guessed wrong. Recorders and transcribers have been building backlogs for months. Networks have not been asleep. At the NAB Convention in Atlantic City last month plans were drawn for a "music war," embracing all segments of radio and recording. Radio knows the lessons of the ASCAP "strike" of 1939. ASCAP surrendered because it couldn't withstand public opinion and, more important, the loss of revenues for its publisher-writer members.

Now let the AFM membership look where Jimmy is leading them. Such band leaders as Guy Lombardo, Harry James, Xavier Cugat and Charlie Spivak say they're backing Boss Petrillo in his fight. Did any of these impressarios ever pay income tax on the large form before radio? Or did they have recording dates prior to the time they were begging to be picked up for sustaining remotes? Were they name bands before radio, and will they be name bands when radio stops plugging them?

No one knows better than a showman how quickly the public can forget. And Jimmy knows how long his $5,000,000 war chest will last when he has to pay strike benefits to 3,000 men.

Once Mr. Petrillo's ersatz strike is called, how long will it be before the sambas and the rhumbas will be heard from Mexico and Cuba and from South America? How much time will it take for new band aggregations, outside the charmed AFM circle, to organize and gain popularity via network and disc-jockey performance? How long will it be before the few hundred highly-paid, top-flight musicians who get most of the network and recording dates form their own union or contract independently? Would CIO be interested in a music union?

Withal, Jimmy is a simple man. He doesn't go for legalistic talk. He will understand this truism, however: A tree is never so big as the day it falls.

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# The Coals That Kindled the AFM Fire

## Review of Crisis Shows Jimmy Worthy of His Middle Name

By PAUL FULCOMER

WHAT MANNER of man is James Caesar Petrillo, who has spent 25 of his 55 years as a leader of the powerful American Federation of Musicians?

Best answer, perhaps, can be found by examining and reviewing some of his most explosive battles with radio and the federal government.

Both radio and the government reluctantly admit that Petrillo—determined, defiant and uncompromising—never has lost a major battle. His most recent order barring AFM musicians from making records or transcriptions, effective Dec. 31, is merely another milestone in Petrillo's successful flouting of any individual or organization which dares to differ with him or to buck his demands.

The ban on making records or transcriptions also is strongly reminiscent of a similar order which the AFM czar issued in early June 1942. Petrillo touched off national controversy by refusing to allow his musicians to record or transcribe music for public consumption as of Aug. 1 that year. The war was on and by that time the United States was in it, but that made no difference to the AFM head. His edict drew repercussions in Congress, military agencies and in affected industries and aroused widespread public indignation, but Petrillo went relentlessly on his announced course.

The Dept. of Justice moved against Petrillo a few weeks later by instituting action which labeled the recording ban as being in violation of anti-trust laws. But Petrillo was the victor, as usual, the following October when the Federal District Court in Chicago dismissed the Dept. of Justice case, which subsequently was taken to the U. S. Supreme Court by Assistant Attorney General Thurman Arnold.

*. . . Petrillo laid down the law at the 1946 AFM Convention in St. Petersburg.*

It was also shortly after Petrillo's June 1942 ban on recordings that Congress made a determined move to curb the AFM chief and end the recording strike. This came in the form of an all-inclusive resolution (SRes-286) introduced by Sen. D. Worth Clark (D-Idaho) in late August to inquire into "Petrilloism."

### Counter Move

Hearings on this resolution were opened in January 1943 by the Senate Interstate Commerce Subcommittee, but were recessed pending efforts to settle the strike by arbitration. Meanwhile, in early February 1943, Petrillo made a counter move by proposing a fixed AFM fee royalty basis for all records and transcriptions as a condition precedent to lifting of the recording ban. The action brought

(Continued on page 94)

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# Record Ban Edict Issued in Chicago

## Petrillo Makes His Announcement At Oct. 18 Conference

JAMES C. PETRILLO'S Oct. 18 press conference in Chicago, at which he announced the AFM recording ban to commence Dec. 31, lit the fuse to the biggest bombshell of his explosive career.

Nationwide reaction was immediate and unanimously condemnatory. (See other stories.) At the conference Mr. Petrillo said definitely: "The AFM executive board Thursday (Oct. 16) unanimously voted to stop making recordings and transcriptions, once and for all PERIOD, and never again to make them, because eventually records and transcriptions will destroy them . . . they realize they're making their own competition."

Asked if a possibility existed for a settlement of any kind, he said: "We're definite . . . there's no chance for a deal. That's the message from 225,000 musicians in the United States and Canada."

Mr. Petrillo added, "We know of no business that makes an instrument to destroy itself. You don't know of any ice manufacturer that makes electrical refrigerators, do you? And Standard Oil doesn't make a gasoline economizer for

(Continued on page 88)

# Fight to Finish Opens Against Petrillo

## Record Companies Receive First AFM Blow

IN AN ATMOSPHERE reminiscent of the dark days preceding the break with ASCAP eight years ago, all radio users of music last week were preparing for a finish fight with Music Czar James C. Petrillo.

Recording and transcription companies joined the NAB's Industry Music Committee, augmented by FM and television members, to confront the AFM with the strongest defensive front it has met.

The joining of forces between the recording-transcription firms and broadcasters of all classes was an example of inter-industry solidarity not hitherto achieved in the acrimonious history of negotiations with the AFM dictator. It was regarded as projecting a defense of dimensions equal to the offensive threatened by Mr. Petrillo after the first of the year against all broadcasting and the manufacture of musical reproductions.

Having shown his hand by banning all recordings effective Dec. 31, the AFM head was expected to withdraw his men from all networks with the expiration of contracts Jan. 31 to complete his strategy of encircling radio.

Networks, stations, and transcription firms, despairing of any reconciliation, were following plans laid down at the Atlantic City convention of the NAB and preparing to weather an indeterminate siege of operation without union musicians.

Developments included:

**At a press conference in Chicago on Oct. 18, Petrillo announced that "never again" after Dec. 31, 1947, will members of the AFM make records or transcriptions. (Story page 16.)**

**Recording companies met in New York on Tuesday, Oct. 21, with executives of the NAB and agreed to participate as members of an Industry Music Committee.**

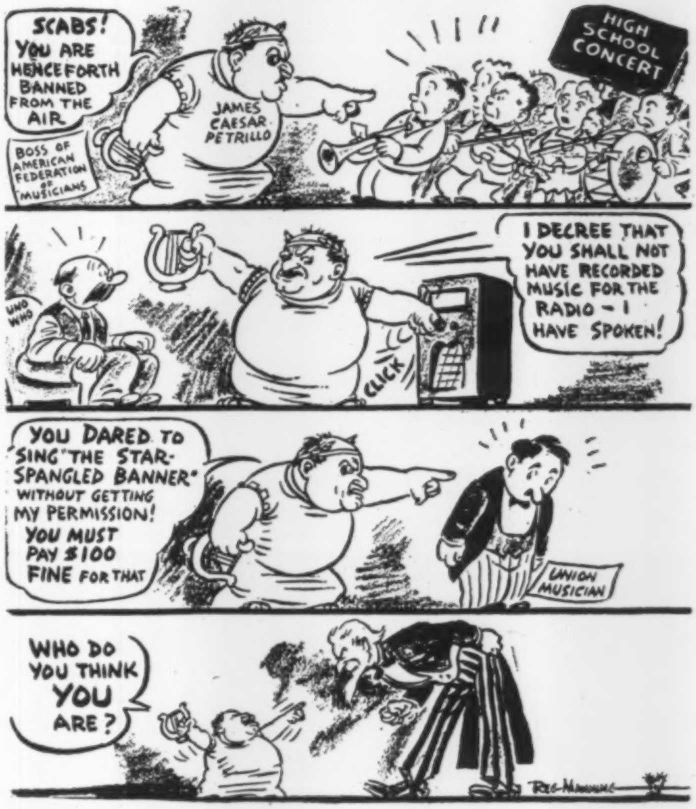
**Transcription firms met Thursday, Oct. 23, and appointed Charles Gaines, executive producer for the Frederic W. Ziv Co., New York, to represent them on the committee.**

**The NAB on Friday, Oct. 24, completed a committee.**

Meanwhile radio commentators, news broadcasters and the press of the nation (story this page) were united in their condemnation of the Petrillo tactics. Many pointed to the history (story page 16) of

(*Continued on page 86*)

Caesar Speaks


SCABS! YOU ARE HENCEFORTH BANNED FROM THE AIR
BOSS OF AMERICAN FEDERATION OF MUSICIANS
JAMES CAESAR PETRILLO
HIGH SCHOOL CONCERT
UNO WHO
I DECREE THAT YOU SHALL NOT HAVE RECORDED MUSIC FOR THE RADIO - I HAVE SPOKEN!
CLICK
YOU DARED TO SING "THE STAR-SPANGLED BANNER" WITHOUT GETTING MY PERMISSION! YOU MUST PAY $100 FINE FOR THAT
UNION MUSICIAN
WHO DO YOU THINK YOU ARE?
REG MANNING

*As good today as it was in 1942 is Reg Manning's cartoon which then appeared in the Phoenix Republic.*

## Related Industries To Join Battle Against Czar

BROADCASTERS and leaders in such related industries as set manufacturing and advertising form a solid front to meet the series of moves developing at the headquarters of AFM President James C. Petrillo.

Referring to the Petrillo order as a "pistol-point" tactic, Bond Geddes, executive vice president of Radio Manufacturers Assn., indicated steps are being taken to protect rights of the manufacturing industries.

"The Petrillo edict seriously affects public enjoyment and use not only of records but all radio services. It is inconceivable that any labor leader or any one man will be allowed to throttle the public use of the great mass media such as radio.

"Radio manufacturing industries will be seriously harmed and the public, which has bought millions of phonograph combination receivers, will be deprived of their full use.

"Unquestionably the Petrillo edict if allowed to stand—which is unthinkable — will greatly harm the industry. Combination sets are one of the most popular models.

"While it appears to be a pistol-

(*Continued on page 100*)

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# *Petrillo Edict Draws Censure of Press*

## *Fallacies in AFM Head's Reasoning Criticized In Editorials*

EDITORIAL comment on issuance of a ban on recordings by James C. Petrillo, AFM president, was almost unanimously critical of the union head. Most editorial writers agreed that he had tackled a difficult assignment in endeavoring to protect his little band of recording musicians from sweep of technological progress.

Typical views are illustrated in these excerpts from newspaper editorials:

● "Technology, in its own way, moves a good deal more implacably than even Mr. Petrillo. Mr. Petrillo is likely to find a good many holes in his dikes, and although he is both a confident and an industrious man it may be beyond him to plug them all. We can expect a flood of records from Great Britain, for example. Defections from his union are not out of consideration, for recording has been a profitable affair for a small number of musicians.

"Non-union orchestras might even succeed in encroaching upon all union preserves, protected by the Taft-Hartley Act and its ban on jurisdictional strikes and secondary boycotts. Neither the public nor this major industry can be expected to give up without a battle, and even though Mr. Petrillo is no mean battler he may find himself clearly on the losing side this time."—*New York Herald-Tribune.*

● "This is the issue that Petrillo's arbitrary decree poses: Shall the immediate selfish interests of one small group be protected at the expense of society as a whole?

"Petrillo declares that he knows of no group of workers which has encouraged or would encourage an industry that was in direct competition. He overlooks the theatrical industry, which co-operated with and became a part of the movie industry. The movie industry is vastly greater in every way than the theatrical industry at its peak.

"Petrillo's challenge must be met. No group can be permitted to impede progress. If existing laws are inadequate to meet the situation they must be revised and strengthened."—*Chicago Daily News.*

● "In effect, if his own reasoning were followed to its logical conclusion, Mr. Petrillo would featherbed out of existence the very base upon which modern mass communication rests—the reaching of millions through technical ingenuity.

"It would seem to have served the useful purpose of illustrating with particular vividness the extraordinary powers which even now a headstrong labor leader can command. It must be hoped that the lesson will not be lost either on Congress or on those who believe public interest must take precedence over any individual's personal ambitions." — *New York Times* (WQXR).

● "It is doubtful whether the scheme will actually dry up new recordings. Mr. Petrillo's jurisdiction ends at our national boundaries, and the master records from which recordings are duplicated can be sent anywhere in the world in a few days by air mail.

"The real objective may be some agreement which would perpetuate the millions in royalties that the union is now collecting, or extort-

(*Continued on page 99*)

# FCC Issues Grants For Five Daytimers

### Also Approves Increase in Power From 1 to 5 kw for WKST

GRANTS for five new daytime stations and an increase in power from 1 to 5 kw on 1280 kc for WKST New Castle, Pa., were authorized by FCC last Thursday.

Among the grants were one at Waltham, Mass. to a group including Richard C. O'Hare, Washington radio lawyer, and one at Lawson, Ky., to Kentucky Mountain Holiness Assn., a religious organization.

The new-station actions granted daytime-only applications of Southwestern Broadcasting Co. of Mississippi for 1010 kc with 250 w at McComb, Miss.; Charles River Broadcasting Co. for 1330 kc with 1 kw at Waltham, Mass.; Dowlander Broadcast Co. for 560 kc with 1 kw at Dothan, Ala.; Kentucky Mountain Holiness Assn. for 730 kc with 1 kw at Lawson, Ky., and Williamson County Broadcasting Co. for 1260 kc with 1 kw at Taylor, Tex.

Ownership of the grantee companies:

Dowlander Broadcast Co., Dothan, Ala.—Partnership of Owens F. Alexander, who has been an announcer at WJRD Tuscaloosa, Ala., WAPI Birmingham, and WSFA Montgomery; and R. A. Dowling Jr., a World War II veteran. Mr. Alexander was in the Navy from 1943-1946.

Southwestern Broadcasting Co. of Mississippi, McComb — Partnership of Kenneth Hinton Quinn, engineer of WSKB McComb; Philip Dean Brady, radio repairman; Albert Mack Smith, associated with an auto parts company, and J. P. Melvin, dentist.

Charles River Broadcasting Co., Waltham, Mass.—An equal partnership composed of Richard C. O'Hare, of the Washington radio law firm of Dempsey & Koplovitz, and L. P. Liles and John R. Hoffier of Bethesda, Md., businessmen.

Kentucky Mountain Holiness Assn., Lawson, Ky.—Religious, nonprofit organization with executive committee composed of Miss Lela G. McConnell of Lawson, president and treasurer; Rev. Martha L. Archer of Vancleve, Ky., and Mr. and Mrs. R. L. Swauger of Lawson.

Williamson County Broadcasting Co., Taylor, Tex.—Partnership: Graham G. Conoley, Taylor insurance man, 40%; Dr. Raymond Garrett, veterinarian, 40%; Ross K. Prescott, attorney, partner in applicant for El Reno, Okla., 20%.

# AP to Develop Newsreel Service for TV Outlets

THE ASSOCIATED PRESS board of directors has approved plans to develop a newsreel service for use on television outlets of member radio stations, it was announced last week by Kent Cooper, AP executive director and general manager. Hugh Wagnon, chief of AP's Philadelphia bureau, will head the new operation.

The newsreel arrangement will provide for the interchange of film among participating stations on the same basis as newsphotos now are being exchanged among member newspapers through AP Wirephoto.

Mr. Wagnon will make his headquarters at AP's general offices in New York, with the title of executive representative.

**ESTIMATED** million dollar sale of Fletcher Wiley's Housewives Protective League to CBS (see story page 58) was consummated last week by Howard S. Meighan (l), network vice president, and Mr. Wiley. Idea was originated and first introduced in 1984 on KNX Los Angeles by Mr. Wiley.

# Chizzini, Phelps Named NBC Account Executives

FRANK E. CHIZZINI, former Central Division manager of NBC's Radio - Recording Division, and Charles E. Phelps, former RCA International sales representative in Paris, have joined the NBC Network Sales Dept. as account executives, it was announced last week by Edward R. Hitz, assistant director of network sales.

Mr. Chizzini joined NBC in the New York Sales Promotion Dept. in 1934. Mr. Phelps came to the network in 1931 as night manager.

# Shirer to MBS

WILLIAM L. SHIRER, news commentator and author who resigned from CBS several months ago in what he alleged was a dispute over his political views, last week was signed by Mutual to broadcast a weekly commentary beginning sometime in November. Details of his Mutual show have not been set.

# CBS AFFILIATES HOLD TWO MEETS THIS WEEK

CBS eighth and ninth district affiliates will meet this week in Dallas and Tucson respectively, the network has announced.

The ninth district, comprised of CBS affiliates in Montana, Idaho, Nevada, Utah, Arizona, New Mexico, California, Oregon, and Washington, is meeting at El Conquistedor Hotel, Tucson, Oct. 26, 27 and 28. The eighth district, including stations in Oklahoma, Texas, and Shreveport, La., will meet at the Hotel Bar in Dallas Oct. 30-31.

The following executives from CBS headquarters in New York will attend both district meetings: Frank K. White, vice president and treasurer; H. V. Akerberg, vice president in charge of station relations; C. E. Midgley Jr., sales service manager; Wm. B. Lodge, director of general engineering, and J. Kelly Smith, director of station relations.

# Lever Brothers Changes Lifebuoy Soap Account

LEVER BROTHERS CO., Cambridge, Mass., has transferred its million and a half dollar account, Lifebuoy Soap, from Ruthrauff & Ryan, New York, to Sullivan, Stauffer, Colwell & Bayles effective Jan. 1.

The company, however, has retained Ruthrauff & Ryan to handle a new product, the name and nature of which is to be made known at an early date. Canadian advertising of Lifebuoy also will continue to be handled by Ruthrauff & Ryan.

# Pryor Joins F C & B

ROGER PRYOR, screen, stage and radio actor, producer and director, has joined Foote, Cone & Belding, New York, as executive assistant to Ralph B. Austrian, vice president in charge of television. Mr. Pryor will supervise television production.

Drawn for BROADCASTING by Sid Hix

*"Meatless Tuesday! Why doesn't Luckman suggest a soapless Saturday!"*

## Auto Plans

PLANS for the resumption of sales and advertising of Rolls-Royce and Bentley motor cars in the United States are currently being worked out by the New York and London offices of Dorland Inc. The first showing of the postwar models is planned for early November in New York.

# HEARING SET ON WORL FACILITIES REQUESTS

FOLLOWING UP its reaffirmation of the decision denwing license renewal to WORL Boston [BROADCASTING, Oct. 20], FCC last week called a hearing for Dec. 15 on the six pending Boston applications for WORL's facilities (950 kc, 1 kw, day).

At the same time the Commission by implication invited further applications, pointing out that under FCC rules one application will not be consolidated with mutually exclusive applications already set for hearing unless it is filed at least 20 days before the date set for hearing on the applications on file. This would give would-be applicants for WORL's channel until 20 days before Dec. 15 to file.

Pending applications are those of Continental Television Corp., Bunker Hill Broadcasting Co., and Beacon Broadcasting Co., each seeking stations on 950 kc with 1 kw, daytime only; and Joseph Solimeno, Boston Radio Co., and Pilgrim Broadcasting Co. requesting 950 kc with 5 kw, daytime only.

The hearing will be held in Boston.

WORL's license renewal application was denied on grounds of concealment of ownership. The station is operating on temporary extension of license to Nov. 30.

# UP, Acme News Pictures Will Extend TV Service

EXTENSION of the United Press-Acme News Pictures leased news and telephoto wires for television service to Philadelphia and Chicago was announced last Friday by Edwin M. Williams, UP vice president and general business manager, and Fred Ferguson, president of NEA Acme.

The joint announcement said that the expansion coincides with signing of several new television contracts and also that a television newsreel service would be ready soon to augment the present spot news and pictures.

Discussions were said to be in progress with video stations regarding establishment of five-minute television newsreels out of Washington six days a week. These newsreels will include both spot news and interviews, and are in addition to the script and picture service which UP and Acme launched early in September [BROADCASTING, Sept. 8].

# Rev. Smith Assailed at WIBK Hearing

## Part Owner of Knoxville Grantee Is Scored By Witnesses

By LARRY CHRISTOPHER

*Mr. Brown (l) and Mr. Peace during a hearing recess.*

FUNDAMENTALIST Preacher J. Harold Smith sat in abject respect before the FCC last week to answer inquiry into alleged misrepresentation in obtaining a construction permit for WIBK Knoxville, Tenn., a 1-kw daytime outlet on 800 kc.

Known to his friends as "Preacher" and to those who testified against him as "intolerant," "uncharitable" and a "religious racketeer," Reverend Smith sat apparently unperturbed throughout the week as observations upon his reputation and character mounted.

The man who has been put off existing stations for his alleged villification of others, from time to time during the hearing firmly identified as his own those writings which FCC counsel introduced and which appeared to support the charges against him.

With the Commission's most liberal member, Comr. Clifford J. Durr, presiding the proceeding concerned an application for license to cover the WIBK construction permit and an application for a new FM station. The hearing ran Monday, Wednesday, Thursday, and Friday.

### WIBK Ownership

Reverend Smith is president and one-third owner of Independent Broadcasting Corp., WIBK permittee and FM applicant. His wife, Myrtice Rhodes Smith, is also one-third owner and is secretary-treasurer. A one-time employe of WGRC and WAVE Louisville, Marvin I. Thompson, is holder of the other one-third interest and is vice president. Reverend Smith also holds all non-voting preferred stock.

WIBK was applied for by Reverend Smith and his associates following unsuccessful efforts to secure commercial religious time on existing stations [BROADCASTING, July 29, May 13, 1946]. The application was filed in July 1946 and was granted without hearing in October of that year. Three technical modifications subsequently were submitted.

On Aug. 14 of this year FCC announced that on the basis of new information received it considered a hearing was required. Among the matters to be investigated the Commission listed a determination of the legal, financial and other qualifications of the applicant; whether statements and representations made to the Commission reflect the true facts; whether all contracts and obligations respecting ownership have been properly reported; whether other interests of owners have been fully disclosed, particularly Reverend Smith's interest in XERF Villa Acuna, Mexico, and a determination of the program service and areas to be served by both the AM and FM stations.

The investigation chiefly concerned two WIBK principals, Reverend Smith and Mr. Thompson. They appeared on the stand throughout the week in broken sequences.

Reverend Smith and his associates were represented by Frank Stollenwerck, Washington radio attorney, and J. W. Baker of Knoxville. The Commission counsel, headed by Walter R. Powell Jr., also included Charles S. Brown and Raymond Lewis.

Three well known broadcasters presented testimony regarding Reverend Smith and his commercial religious broadcast relations with existing stations. Testifying Tuesday afternoon under subpoena by FCC were Roger C. Peace, president of WFBM Greenville, S. C., editor of the associated *News-Piedmont* and former Senator; Walter J. Brown, president and general manager of WORD Spartanburg, S. C., former special assistant to ex-Secretary of State James F. Byrnes and former vice president and general manager of WSPA Spartanburg; and Richard B. Westergaard, vice president of Scripps-Howard Radio Inc. and general manager of WNOX Knoxville.

Mr. Peace recalled that Reverend Smith had broadcast about 20 one-half hour daytime programs on WFBC per month from December 1936 to February of 1938. At that time the station terminated the series because of a change of policy regarding paid religious programs. Instead of accepting commercial religious broadcasts the station offered free time on rotation basis through local Ministerial Assn.

Elaborating on this policy change

(*Continued on page 100*)

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# *Worth Clark Added to FCC Prospects*

## *Denny Winds Up Tenure At Thursday Meeting Of Commission*

ALTHOUGH HIS RESIGNATION is not effective until Oct. 31, Charles R. Denny wound up his official tenure as chairman of the FCC last Thursday, with no indication from the White House as to when his permanent successor would be named.

A new — and potent — name cropped into speculation on the successorship, however. Former Sen. D. Worth Clark, Idaho Democrat, was represented by those close to him as possibly available. His name was added to those of J. Leonard Reinsch, managing director of the Cox radio stations and Presidential radio adviser, and Wayne Coy, director of radio of the *Washington Post* stations and former administrative assistant to President Roosevelt.

While the President has made no statement on the Denny successorship, administrative sources have indicated that he is in no great hurry to fill the post and that he is seeking a well-qualified executive with radio knowledge or background. Messrs. Reinsch and Coy have those requisites while former Sen. Clark, a practicing attorney in Washington and Idaho, holds a minority interest in KJBS San Francisco.

It was doubted whether the appointment would be made on a "recess" basis, now that the President has called a special session of Congress for Nov. 17. More than likely, it was thought the President would wait until Congress convenes before submitting his nomination for the Denny vacancy. The nomination will be for membership on the FCC, not the chairmanship, since the President selects the chairman from among the seven commissioners. The nomination goes to the Senate Interstate Commerce Committee for action, and thence to the floor for confirmation.

### Walker Chairman

Acting chairmanship of the FCC, it was expected, would devolve upon Paul A. Walker, charter member of the Commission and its vice chairman. He is not regarded as a candidate for the permanent chairmanship, however.

FORMER SENATOR CLARK

Mr. Denny terminated his official status following an all-day meeting of the FCC last Thursday. His colleagues gave him a farewell dinner Thursday night. He shortly is expected to go to Havana for a vacation but prior to his departure he may complete arrangements for a home in New York. He is expected to take over his new duties as vice president and general counsel of NBC about Nov. 15.

Mr. Clark, who is 45, is a well-known figure in Washington political, legal and radio circles. Born in Idaho Falls, Idaho, he graduated from Notre Dame in 1922 and received his law degree from Harvard in 1925. He practiced law in Pocatello until 1933, became assistant attorney general of Idaho that year and served until 1935 when he was elected to Congress. In 1939 he was elected to the Senate and served one term, which wound up in 1945. He was defeated in the primary by the cowboy radio crooner, Glen Taylor, later elected.

Author of the 1942 resolution to investigate AFM President James C. Petrillo, Mr. Clark served as chairman of the subcommittee which subsequently conducted an investigation into AFM's activities. He holds a 10% interest in KJBS, and is associated in that venture with William B. Dolph, executive vice president of WMT

(*Continued on page 95*)

# Audience Measurement Battle Flares

## NBC Hits Mutual, CBS Plans; Says Only BMB Reliable

NBC squared off in the radio audience measurement battle last week by taking pokes at Mutual's "Listenability" technique [BROADCASTING, Sept. 29] and the "effective coverage" use of Broadcast Measurement Bureau figures proposed by CBS in trade paper advertisements last July.

NBC executives criticized the Mutual technique as failing to meet timebuyers' demands for a measurement of actual audience and said that the CBS statistics of "effective coverage" constituted a "bastardization" of BMB figures.

The charges were made during a press conference held to introduce a new booklet—"Listening Levels"—being circulated by NBC.

The NBC booklet compared the four major networks on 10, 25, 50 and 75% levels of listening in BMB county figures and said that "in any comparison of BMB figures on any level, day or night, the NBC network stands far above all others —and the higher the standard (level of comparison) the greater is NBC's superiority."

Charles P. Hammond, NBC vice president, and Hugh M. Beville Jr., the network's director of research, asserted at the news conference that NBC was supporting BMB because it was the only uniform measurement.

Mutual's "listenability" measurement, they said, purported to reflect only potential audience, and even granting that, they were not certain that it was not too optimistic about Mutual's potential.

Although neither Mr. Hammond nor Mr. Beville mentioned CBS by name, their sallies against "effective coverage which another network talks about" left no doubt as to the identification of the network.

Mutual's introduction of "listenability" and its refusal to date to subscribe to the next study by BMB were described by the NBC executives as contributing to confusion within the industry.

"It is not helpful to the advertiser," said Mr. Hammond, "to come out with 'listenability' in place of BMB."

### Created Confusion

NBC had decided to issue its new booklet because the confusion created recently by Mutual's new survey and by the CBS ads concerning "effective coverage" needed "to be cleared up," said Mr. Hammond.

Mr. Beville insisted that timebuyers had repeatedly requested measurements of actual audiences —information which BMB had at least attempted to provide. The MBS figures, he said, only "counted the ability to hear," and that measurement had not been sought so earnestly.

Mr. Beville, addressing himself unmistakably although not by name to CBS, said that BMB figures, based on minimums of once-a-week listening, were being loosely used by "another network."

"People who listen less than once a week are being put back in the picture by a certain network which is talking of things like "effective coverage," he said.

The CBS measurement of "effective coverage," according to its advertisements in the trade press last July, was based on areas where 50% or more or all radio families listen once a week.

The CBS revelation of "effective coverage" occurred after NBC had issued figures comparing network audiences in areas where 75% listen.

According to the NBC measurement of 75% listening, NBC claimed, for nighttime listeners, 30,116,240 families, and said CBS had 22,689,710; daytime figures were NBC 22,856,940 and CBS 14,558,050.

CBS "effective coverage" showed NBC with 33,869,330 nighttime families and CBS with 32,400,150, NBC with 33,457,250 daytime families and CBS with 31,685,080.

Mr. Beville said that in computing its figures CBS had added total radio families in areas where 50% or more listen whereas NBC had computed its totals on actual percentages of listening in the various areas.

### The CBS View

Following the NBC criticism last week, a CBS official pointed out that the CBS ads had been taken to make clear "our concept of coverage."

"If you can get into a county with 50%, you can reach pretty nearly everybody," he said. The 50% level, he said, had been used earlier by NBC itself in measuring network penetration.

The NBC use of the higher level of 75% was made, the CBS official guessed, only because NBC showed up favorably in comparison with other networks at that level.

At the NBC press conference Mr. Beville questioned the statements by Mutual executives that Mutual facilities had so improved

*(Continued on page 95)*

# Kobak Condemns Research Waste, Says Radio 'Confused'

BROADCASTERS are wasting millions of dollars in research and particularly in the wrong kind of research, Edgar Kobak, president of MBS, told 250 Philadelphia radio executives and their wives at the "Radio Night" festivities Oct. 22 of the Poor Richard Club, Philadelphia's nationally-known advertising club.

Mr. Kobak

He accused the industry of becoming so research and survey-minded that "we're getting confused." He explained that he was not opposed to fact-finding but that there was too great a volume of misdirected survey material which resulted in increased costs.

He also explained his opposition to BMB, saying that any research that takes over a year to do and which takes further time to get out "isn't worth the money."

Another facet of radio costs which he hit was the high expenditures for talent. He said that a particular star might be paid $3,000 for a program and would be quite satisfied until he heard another was getting $5,000. Then the first star would want $5,000, too, as a matter of pride.

Mr. Kobak predicted that television would become the greatest medium of information, education and advertising ever developed. He said the recent World Series proved that TV is here in a big way.

In conclusion he said broadcasters realized what a great responsibility they have to keep the air free and that they were determined to keep it operating thus under the American system and not permit any government bureaucracy to take it over.

Harry L. Hawkins, club president, presided and an entertainment was put on by talent from local stations.

# SEC Thomascolor Probe Ends After Five Weeks of Hearing

HEARING before Securities and Exchange Commission Trial Examiner Richand Townsend ended Oct. 20 in the inquiry into the proposed $10,000,000 public stock sale by Thomascolor Inc.

Mr. Pierson

Before the close of the hearing, however, Theodore Pierson, company attorney, asked for oral argument before the entire Commission on a motion to dismiss SEC's stop order proceedings. A date has not yet been set for the argument.

In asking for his motion, Mr. Pierson admitted that the original statement of the company, which caused the inquiry to be started by the SEC, was inadequate but argued that amendments already filed and others to be filed now made a stop order unnecessary.

When both sides concluded presentation of their testimony, the record in the five-weeks-old hearing numbered more than 2300 pages.

Final two days of the inquiry was almost entirely the hearing of testimony by Richard Thomas, 48-year-old inventor of the Thomascolor process and president of the company.

By the process, three black and white negatives of a scene are made through red, green or blue filters each time the camera shutter clicks. The film is processed just like any black and white job. A positive then is projected through another set of simliar filters, with each of the three images caused by prisms to register on top of each other thus producing the color screening. The process is said to be adaptable to television and by its speed in processing, as compared to other color processes, has been considered by some to offer a solution to the color television problem.

Among other developments at the final days of the hearing was testimony by Harold V. Lee, controller of sales for the proposed issue, who testified that the first manufacturing business of Thomascolor, should the new issue be permitted, would be the production of press color cameras and photo-engraving devices.

## Special Session

IT IS TOO EARLY to say whether any effort will be made in the special session of Congress opening Nov. 17 to bring up legislation amending the Communications Act of 1934, Senator Wallace H. White Jr. (R-Me.), author of the White Bill (S1333), said Friday. Senator White intimated that he had not finished redrafting the bill and that the introduction of radio legislation also would be dependent upon how speedily Congress gets through with emergency legislation. However, both Senator White and Speaker Joseph Martin (R-Mass.) left the door open for introduction of any type of legislation, including radio. Speaker Martin said: "When Congress is in session it is proper for anything to be brought up."

CONTENTS ONE POUND
FAMOUS
Old Virginia
BRAND
CORNED
BEEF
HASH
VIRGINIA PRODUCTS CORP.

# Distribution hits 81% in 6 months

This is one for the book! Less than 6 months ago, the Virginia Products Company had their Old Virginia Corned Beef Hash in only 32% of Richmond's grocery stores.

They decided to take to the air. WLEE was their choice. They bought six quarter hours per week. In almost no time they doubled their W-L-E-E air time.

After 6 months, you'll find Old Virginia Corned Beef Hash in 81% of Richmond's grocery outlets!

This proud client credits W-L-E-E with this success. No other advertising medium was used.

If you have something to sell in Richmond, and you want some action . . . get the W-L-E-E call letters on your list.

**W-L-E-E**

***Mutual . . . in Richmond***

**IRVIN G. ABELOFF, Gen. Mgr.** *Represented by Headley-Reed* **TOM TINSLEY, President**

### Tip to Grid Coaches

CONVINCED that a television set can be used effectively as a football coaching aid, Chick Mileham, athletic director at the U. of Cincinnati, has requested one for the use of the university's coaching staff. The Cincinnati home games are telecast by W8XCT, Crosley Broadcasting Corp.'s experimental station, and after witnessing one of the telecasts Mr. Mileham remarked: "Line coaches, watching the game from field-level, are likely to miss many important plays. But if they can watch via television, they can see all plays as the camera sees them—from high over the field."

EXECUTIVES OF WLIZ (Bridgeport Broadcasting Co.), authorized 1 kw daytime on 1300 kc, discuss contract placed with Rozene Advertising Co. of Bridgeport to handle the station's advertising. Seated (l to r): Robert E. Dreier, secretary; G. Gresham Griggs, treasurer; William Elliott, president and general manager. Standing: Hillis W. Holt (l), construction engineer; Emanuel Slotnick, vice president-sales director.

## WBBC AT FLINT BEGINS OPERATIONS ON 1 KW

WBBC Flint, Mich., Mutual's 467th affiliate, began operations Oct. 13. The station, owned by Booth Radio Stations Inc., is on 1330 kc, with 1 kw, fulltime. The station also has an FM grant, and plans on television operations in the future.

Taking part in the opening ceremonies were numerous civic and radio personalities, among them: John Lord Booth, president of Booth Radio Stations, licensee; William J. Scripps, managing director of WWJ Detroit; Robert L. Mabry, WBBC's program director; Flint Mayor Edward J. Viall; Robert L. Balfour, managing director of WBBC; Hugh M. Gray, vice president and station manager of WJLB Detroit; Eric V. Hay, vice president of Booth Radio Stations Inc. and commercial manager of WJLB.

"Radio has bound the world together," Mr. Scripps told the radio audience during the opening program. "The electrical energy of broadcasting can transmit on the spot news of any event from any place on earth as it is happening. Certainly radio's ability to cover the globe has increased knowledge of the world. . . ."

### Meter to Get Test

ENGLISH photoelectric exposure meter which reportedly has television uses, is to undergo tests at American Telecasting Corp. Studio, Hollywood. Manufactured by General Electric's English plant, instrument is said to possess range of 1/500 of a second to two hours and 47 minutes.

## 'T-DAY' PROMOTION

### 'Milwaukee Journal' Prepares To Open Its TV Outlet

WTMJ-TV, television station of *The Milwaukee Journal*, is stepping up promotion for its "T-Day" on Dec. 3, date station is scheduled to begin telecasting on a regular program basis.

Highlight of the promotion has been a series of "television nights"—information and demonstration meetings attended by the city's radio dealers, government and civic officials, welfare and labor leaders, and educators. More than 400 dealers attended the demonstration arranged for them. The *Journal's* television plans were outlined by L. W. Herzog, assistant general manager of radio for The Journal Co.

Other promotion has included time on both WTMJ and WTMJ-FM, an advertising campaign in the *Journal*, and the use of signs on *Journal* trucks and displays in Journal Bldg. in downtown Milwaukee and at Milwaukee's (WTMJ's) Radio City.

**INDUSTRY PROSPERS**

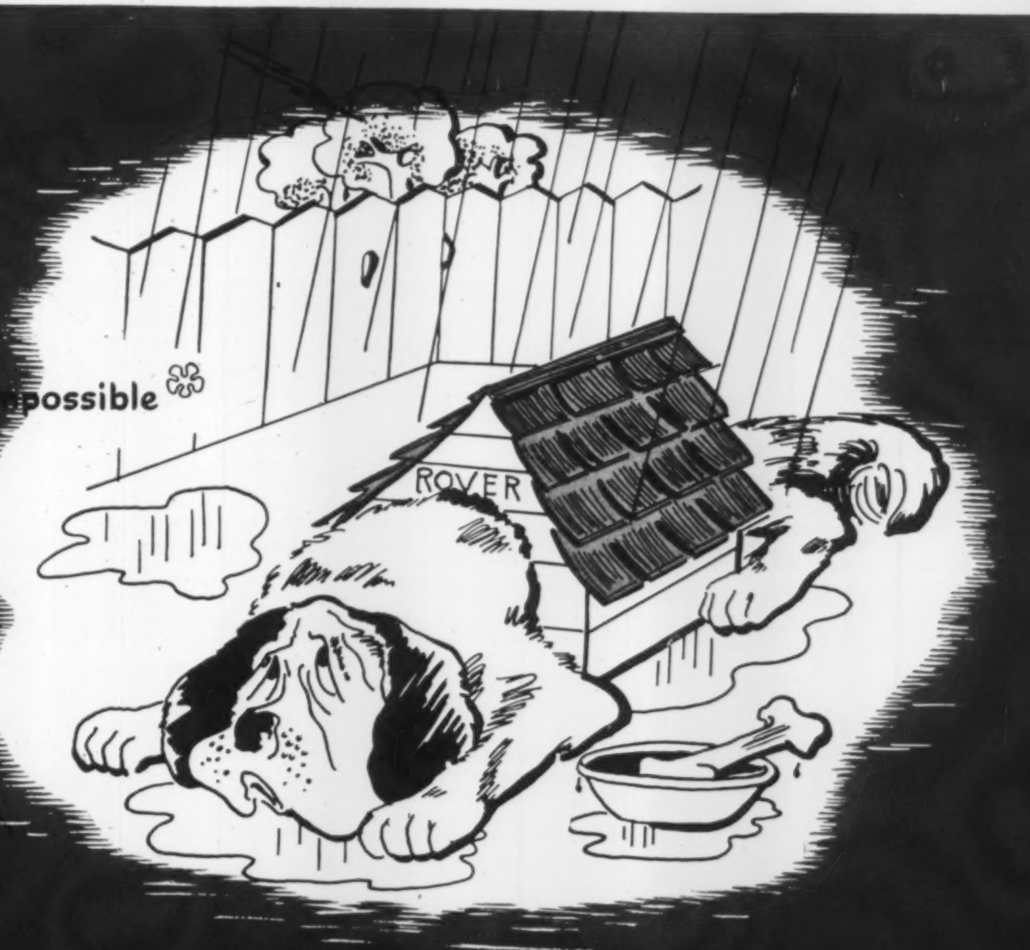
**In the Nashville market area industry is certainly prosperous. Carload shipments in and out are well over the record 1946 figure. But most important, the current employment index is over 9 percent higher than last year at this time. . . . But check the market figures yourself then make plans to share in annual retail sales of more than 356 million dollars. . . . Let WSIX help put across your sales message effectively and at reasonable listener cost. A large audience listens regularly to favorite shows over WSIX.**

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

**WSIX gives you all three: Market, Coverage, Economy**

**AMERICAN • MUTUAL**
**5,000 WATTS • 980 KC**

*Represented Nationally by*
**THE KATZ AGENCY, INC.**



It's impossible ✻

## ✻ You can't cover California's Bonanza Beeline without on-the-spot radio

One word explains why you need on-the-spot radio to cover the McClatchy Beeline. *Mountains.* That's right — this bonanza market (California's central valleys plus western Nevada) is surrounded by high mountains that virtually block outside radio signals.

So let the five on-the-spot BEELINE stations sell for you. Together they blanket this whole 2 Billion Dollar market. Individually, they're local favorites — favorites from 'way back.

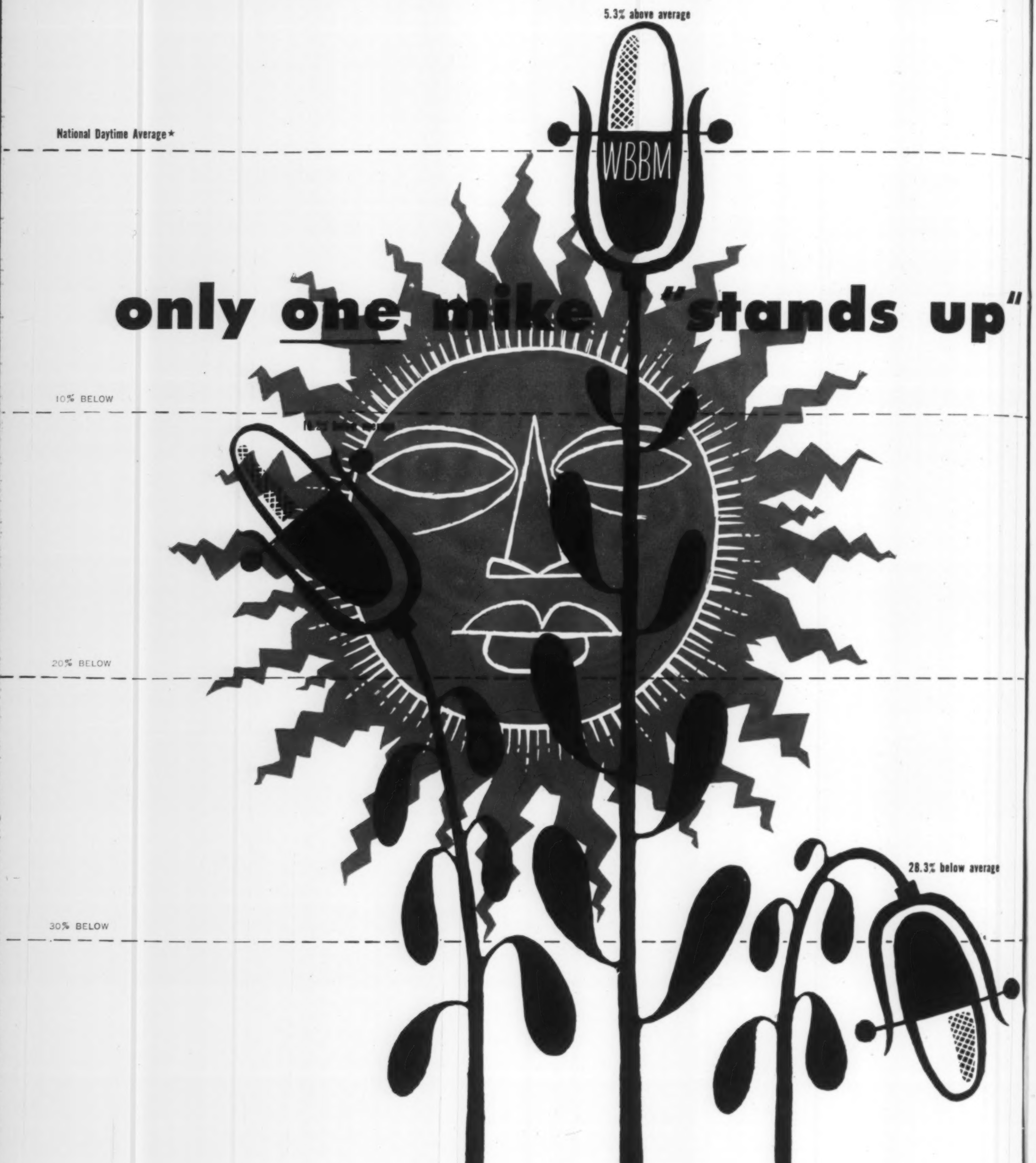
For example, look at 17-year old KERN, the Beeline station in Bakersfield. BMB audience reports for the city show KERN daytime 81%, nighttime 94%. Find out how this and the other Beeline stations can sell for you.

KOH-RENO
KFBK-SACRAMENTO
KWG-STOCKTON
KMJ-FRESNO
KERN-BAKERSFIELD

# McCLATCHY BROADCASTING COMPANY

[illegible]

| KFBK | KOH | KERN | KWG | KMJ |
|---|---|---|---|---|
| Sacramento (ABC)<br>10,000 watts 1530 kc. | Reno (NBC)<br>1000 watts 630 kc. | Bakersfield (CBS)<br>1000 watts 1410 kc. | Stockton (ABC)<br>250 watts 1230 kc. | Fresno (NBC)<br>5000 watts 580 kc. |


5.3% above average
National Daytime Average★
WBBM
only one mike "stands up"
10% BELOW
10.2% below average
20% BELOW
28.3% below average
30% BELOW
40% BELOW

As a buyer of daytime spot radio, you know that there are three major Chicago "mikes" which are a lot alike. Each carries the call letters of a network affiliate. Each is backed by 50,000 watts. Each broadcasts more than four hours of network programs during the daytime. Yet only one of these three "mikes" delivers a higher Hooperating for its daytime network shows than the national average.

# in Daytime Chicago...

## ...WBBM's *of course!*

WBBM's daytime CBS shows command an average rating 5.3% *higher* than the nation-wide average! What about the other two major "mikes"? The daytime network programs of "B" have an average rating 10.2% *below* the national average, while "C's" daytime network programs have an average rating 28.3% *below* the national average.*

What gives WBBM far more pulling power than its closest competitor? That's easy. It's WBBM showmanship...a talent for backing and balancing CBS network shows with local productions that capture the spirit of Chicago and the lion's share of the Chicago audience. It is this local WBBM showmanship that builds bigger-than-average audiences for *all* WBBM advertisers—network, national spot and local.

To get extra sales-per-dollar in Chicago, use the "mike" with extra *pulling* power, with extra *selling* power. Use WBBM—"Chicago's Showmanship Station." Represented by Radio Sales, the SPOT Broadcasting Division of CBS. New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta.

*C. E. Hooper, Dec. 1946-April 1947

## 'Here's to Veterans' 6th Series to Be Ready Soon

SIXTH SERIES of 13 transcribed quarter-hour programs released by Veterans Adm. will be available to stations during the last week of November for airing from December 1947 through February 1948. This group of programs of the *Here's to Veterans* series features: Bing Crosby, Jack Benny, Henry Morgan, Carmen Cavallaro, Arthur Godfrey, Fred Waring, *The Telephone Hour, Album of Familiar Music, Fibber McGee & Molly, Great Gildersleeve, Saturday Night Serenade, The Hit Parade, Contented Hour.*

There are 1200 stations currently carrying *Here's to Veterans,* the VA's capsule edition of the regular network features. Stations may obtain the series by placing an order with the nearest VA branch office radio chief.

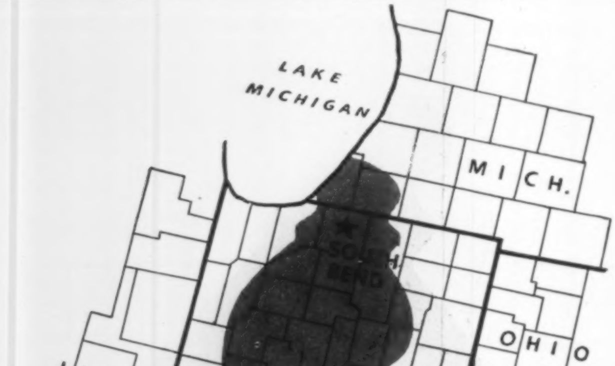
HENRY FORD 2nd (r) spoke to radio audience during intermission when his new Sunday afternoon program, *Ford Theatre,* was launched over NBC with a dramatization of "A Connecticut Yankee in King Arthur's Court." Broadcast time is 5-6 p.m. (EST), and first show was aired Oct. 5. With Mr. Ford are Howard Lindsay (l), program m.c. and William B. Lewis, vice president in charge of radio for Kenyon & Eckhardt, agency handling show.

## GE's Workshop Attracts Over 4,500 in 10 Cities

OVER 4,500 persons were in attendance at the first 10 stops of General Electric's traveling FM workshop [BROADCASTING, Oct. 13], it was reported by H. A. Crossland, sales manager of the Electronics Dept.'s Specialty Division.

Designed to aid local technicians service FM receivers, the workshop had a record attendance of 750 technicians and servicemen at New York City. Other cities visited were Hartford, Boston, Pittsburgh, Cleveland, Columbus, Detroit, Chicago, Milwaukee and Minneapolis. Stops are scheduled for 23 more cities before Dec. 23.

CBS RESEARCH Dept. has estimated that as of Sept. 1 there were 50,000 television sets in use in the greater New York area, of which about 15% are located in bars and other public places.



WSBT

GIVES YOU PRIMARY COVERAGE OF A BILLION DOLLAR MARKET

Retail sales in the primary coverage area of WSBT totalled $1,009,269,000* in 1946! The rich counties of northern Indiana and southern Michigan which comprise this billion-dollar market have a combined population of 1,300,500*. And there are 414,700 radio homes in this area (BMB report). Remember — this is all *primary* coverage! WSBT secondary coverage blankets two-thirds of Indiana, stretches well up into Michigan, and extends into Illinois and Ohio.

* Sales Management's Survey of Buying Power

WSBT
SOUTH BEND

5000 WATTS
960 KC • CBS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

## REAGAN RETURNS
### Film Star Broadcasts on WJBC For Festival

THE PUMPKIN Center of the World—Eureka, Ill.—celebrated its annual Pumpkin Festival this year in high style. Guest of honor for the festivities was screen actor Ronald Reagan, an alumnus of Eureka College, and former Middle West sports announcer.

Mr. Reagan broadcast three-quarters of the "Pumpkin Bowl" football game over WJBC Bloomington. In his pre-Hollywood days, Mr. Reagan had announced sports on a Des Moines station, working with Hale Bondurant, now WJBC manager. WJBC cancelled all commercial programs the night of the game, late last month, to carry the pre-game ceremonies and the play-by-play.

During the two-day Festival, Mr. Reagan dedicated a new school of speech at Eureka College. The school is being financed by the Wyman-Reagan Foundation with a gift of $75,000 by Mr. and Mrs. (Jane Wyman) Reagan.

## HOUR-LONG TV SHOW DIRECTED TO CHILDREN

RCA VICTOR Distributing Corp. of Chicago launched a full-hour television show across the board Oct. 13 when it began sponsorship of *Junior Jamboree* on WBKB Chicago, Balaban & Katz video station.

Aired Mon.-Fri., 5-6 p.m. (CST), series is designed to appeal to children between ages of six and 16 with demonstrations of model airplane construction, scouting, sports and other juvenile interests. Cartoons, educational films, travelogues and live talent also will be presented.

Hadley Chapman, general manager of RCA Victor Distributing Corp., said the company's Chicago dealers were inviting children who live near their stores to see the show on demonstration sets for the purpose of building an audience. Series was placed through J. Walter Thompson Co., Chicago, on a 13-week basis.

## RCA Book Out

FIRST volume in the new Engineering Book Series published by the *RCA Review* department of RCA Labs, has just come off the presses. The 165-page book, *Patent Notes for Engineers,* represents "a serious effort to bridge the technical gap between engineers, research workers and inventors generally, and their patent attorneys." Covering the field of inventions and patents, the book is fully illustrated and indexed. Price is $2.50 per copy in the U. S. and $2.70 elsewhere.

AWARD for outstanding accomplishment in merchandising and promotion of retail meat industry has been presented to WLW Cincinnati, by the National Assn. of Retail Meat Dealers of the Greater Cincinnati Area Assn.

**CBS** STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA **WMT**

# Things (*and people too**) are really Humming in Eastern Iowa..........

* to the songs of

## Tony Martin

## and his Texaco Show

*Another top CBS show is exclusive WMT feature— No wonder WMT delivers more listeners at less cost!*

Roll out that market map and put your finger on WMTland (eyes right→). It's America's big, new Twin Market—where the country's finest farmlands are producing at a sensational pace—and Industry goes into high gear with 178 new plants erected since V-J Day! Both of these markets are covered by Eastern Iowa's Number One station—1,131,782 persons within our 2.5 MV line. Get all the facts and get on WMT. Our story is a big one to tell—an important one to hear. Contact your Katz Agency man at once.

MINN.
WISC.
MASON CITY
WATERLOO
DUBUQUE
SIOUX CITY
CLINTON
DAVENPORT
IOWA
Cedar Rapids
CHICAGO
DES MOINES
ILL.
NEB.
OTTUMWA
BURLINGTON

# WMT

**Cedar Rapids**

BASIC COLUMBIA NETWORK

600 KILOCYCLES — 5000 WATTS — DAY AND NIGHT

MEMBER MID-STATES GROUP

Now in our **25th** year . . . The Station Built by Loyal Listenership!

### Say It Right

NEW YORK headquarters of International News Service has cited evidence that what is good for radio often is good for newspapers too. INS reported that its daily wire feature, "Say It Right," a pronunciation guide intended for announcers and newscasters, is being printed daily by several client newspapers.

## WEAM Mistakenly Listed In Petition, WWDC Says

WWDC Washington has told FCC that WEAM Arlington, Va., was mistakenly listed, in a WWDC petition, among stations of the Washington area which broadcast information on horse races. The petition asked FCC to say whether WWDC and WWDC-FM would jeopardize their licenses by carrying racing data, and named WEAM, WGAY Silver Spring, Md., and WOL Washington as stations which do offer such information [BROADCASTING, Oct. 20].

In an amendment to this petition, WWDC said that it "was informed and believed at the time it filed the motion for declaratory ruling that station WEAM was broadcasting racing information. Since the filing of said motion [WWDC] has been informed that station WEAM ceased broadcasting racing information in August of 1947."

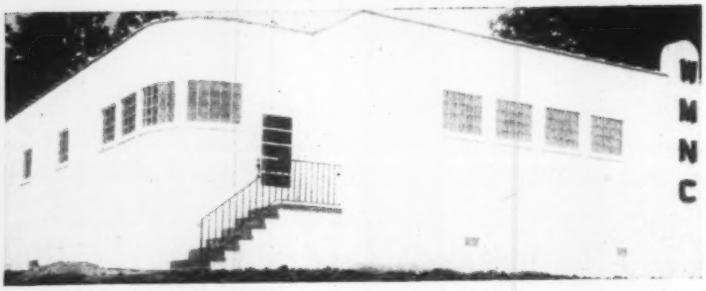
## Anti-Trust Laws Scored In Mason Chicago Talk

A CONDEMNATION of the present anti-trust laws was voiced last week by Federal Trade Commissioner Lowell B. Mason, who described them as "the basis for certain antique rituals which have little effective connection with the social, economic and democratic needs of our people."

Speaking before the Chicago Assn. of Commerce and Industry, Commissioner Mason said that no administrative agency should be allowed to prosecute a businessman for a method, act or practice if it is unwilling to first answer an inquiry as to its legality in terms of specific facts. Government prosecution, he said, should not be based on doubt or lack of precedent or the obscurity of a statute. "It's time," he declared, "Government and business stopped playing cops and robbers with each other."

## Make Way for Marshall

CBS said last week that it had cancelled a half-hour commercial show worth about $10,000 to the network—Bayer Aspirin's *American Melody Hour*—to carry the speeches of Secretary George Marshall and Britain's Hector McNeil from the Herald-Tribune Forum dinner at the Waldorf-Astoria Hotel in New York last Wednesday night, 8-8:30 p.m.



GLASS BRICK and clean modern design highlight new studio, office and transmitter building of WMNC Morganton, N. C. Station went on the air Sept. 23 on 1490 kc, 250 w, unlimited time. Nathan J. Cooper is owner and general manager; Elmer Troutman, chief engineer and Robert Perkins, program director.

## New AM Grants Proposed for Ventura, Battle Creek, Elyria and Maysville, Ky.

EFFECTUATING four proposed decisions, FCC last week issued grants for four new AM stations and denied applications for three others.

The grants went to:

**1. Elyria-Lorain Broadcasting Co. for use of 930 kc with 1 kw, directionalized fulltime, at Elyria, Ohio.**

**2. Michigan Broadcasting Co. for use of the same facilities at Battle Creek, Mich.**

**3. Coast Ventura Co., 1450 kc with 250 w fulltime at Ventura, Calif.**

**4. Standard Tobacco Co., 1240 kc with 250 w fulltime at Maysville, Ky.**

In the Ohio-Michigan case, FCC denied the mutually exclusive application of WLAV Grand Rapids for authority to change from 1340 kc with 250 w to 930 kc with 1 kw, basing its decision largely on "equitable distribution" provisions of the Communications Act [BROADCASTING, Sept. 18]. In the Ventura case the rival application of Ventura Broadcasters was denied, FCC's choice turning largely on Coast Ventura's greater extent of local ownership [BROADCASTING, July 7].

The application of Radio Springfield Inc. for a new station at Springfield, Ill., was denied on grounds of excessive interference to existing stations. Neither this nor the Maysville, Ky., proceeding involved competing applications.

Ownership of the grantee companies:

Elyria-Lorain Broadcasting Co., Elyria, Ohio—The company, an FM grantee, is owned by 64 stockholders, none of whom has more than 6½% interest. Roy W. Ammell, president and general manager of Elyria Telephone Co., heads the radio firm. Other stockholders include Ronald B. Woodyard (45% of WIZE Springfield, Ohio), Loren Berry, Frank Gallagher and Gustav Hirsch, who with Mr. Berry have interests in applicant or grantee companies at Dayton and Columbus.

Michigan Broadcasting Co., Battle Creek—Owned equally by Robert Harmon Holmes and David Noyes Holmes, brothers, who are local automobile dealers.

Standard Tobacco Co., Maysville, Ky.—Charles P. Clarke, president, and J. M. Finch Jr., secretary-treasurer, own 48% each, with R. J. Bissett holding the remaining 4%. None of the principals has other business interests.

Coast Ventura Co., Ventura, Calif.—Carroll R. Hauser, licensee of KHUM Eureka, Calif., is chief stockholder (30%) and secretary, and will be general manager of the new station. Edward Henderson, Ventura attorney, is president and owns 20%. James W. Dodge, rancher-farmer, owns 20% jointly with his wife. Charles E. Stuart, local dentist, owns 20%, and Robert M. Werner, who has been engaged in radio programming and production since 1936, owns 10% and will be program director and studio manager.

Michigan Broadcasting expressed hope that its station would become an NBC affiliate. The other grantee firms indicated no affiliation plans.

Retiring FCC Chairman Charles R. Denny did not participate in the Ventura case, and Comrs. E. M. Webster and Robert F. Jones did not take part in the Ohio-Michigan and Kentucky proceedings.

## WFAH Moves Quarters

WFAH, Alliance, Ohio, FM outlet, has moved into its new home, a three-story brick residence which belonged to the late F. A. Hoiles, publisher of the *Alliance Review*. Studios and transmitter are situated on the first floor, while the second and third floors of the main building and the adjoining two-story garage contain apartments for ex-GI's, including Manager Paul W. Reed. The station began last March with 250 w and is now operating with 1 kw 11 hours daily.

## WATL-WBGE LATERAL

### Enables Atlantans to Hear Grid Game of Trippi

PLANS were all set for WATL Atlanta to rebroadcast from teletype games of the Chicago Cardinals professional football team so that the home folks could follow the exploits of one of their favorites, Charlie Trippi.

Sportscaster Stan Raymond was raring to go when the station discovered it didn't have the time available. This was an unusual problem and required an unusual approach, so Mike Benton and Maurice Coleman, owner and general manager, respectively, of WBGE Atlanta, were approached to see if they could carry the game by means of a wire from the WATL newsroom.

WBGE not only carried the game but went a step further and gave acknowledgment to WATL during station breaks. Arrangements were handled by Chace Adv., Atlanta.

## DEADLINE REMINDERS ARE SENT BY DUPONT

STATIONS are again being reminded of the final deadline of the Alfred I. duPont Radio Awards Foundation's 1947 competition [BROADCASTING, June 23]. Entries must be submitted by Dec. 31, 1947.

The awards for 1947 probably will be presented during March 1948 or as soon thereafter as possible. The radio station awards will be conferred upon two stations in the U.S., one to a station representative of those stations possessing facilities above the average in power and coverage; the other to one from the small station group. The radio commentator award carries with it a $1,000 prize.

Additional information may be obtained from W. H. Goodman, secretary of the Committee of Awards, Alfred I. duPont Radio Awards Foundation, P.O. Box 720, Jacksonville 1, Fla.

## 'Authorized' Servicemen Plan Weighed by RMA

PLAN to set up a system of "authorized" servicemen, with improved servicing of radio sets as the goal, is being developed by the Service Committee of the Radio Manufacturers Assn.

First announcement of the plan, made at a hearing before City Councilman Stanley M. Isaacs, of New York, induced the official to defer action on his proposed municipal ordinance designed to require licensing of radio servicemen.

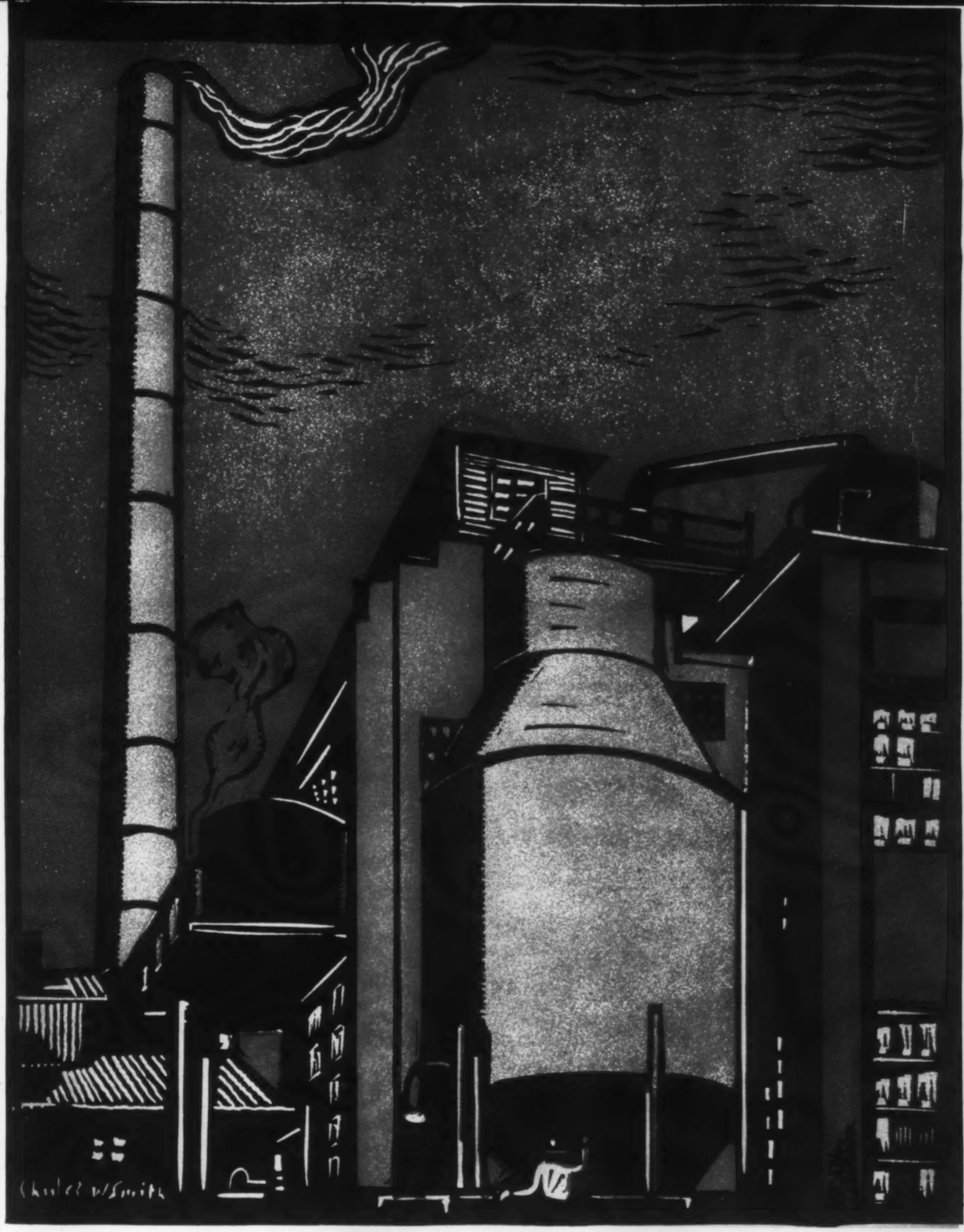
The ordinance was formally opposed by RMA as undesirable and ineffective. Joining in opposition were CBS, New York Better Business Bureaus and Commerce & Industry Assn. of New York. Appearing for RMA were General Counsel John W. Van Allen and W. L. Parkinson, chairman of the Service Committee.

The plan for "authorized" servicemen will be submitted to the RMA board at its January meeting.

## WEDC Renewal

WEDC Chicago, owned by Emil Denemark Inc., has been granted renewal of license for the period ending Aug. 1, 1949. The station's license expired Aug. 1, 1946, and the outlet has been operating on temporary extensions since that date. Commission had sought additional information on its application under Sec. 308 (b) of the Communications Act. WEDC is assigned 250 w on 1240 kc, sharing time with WCRW and WSBC Chicago. Comrs. Clifford J. Durr and Robert F. Jones voted for hearing.

**WJBK-FM** broadcasting simultaneous programs of **WJBK** Detroit, is now operating on a 24-hour daily schedule. Station formerly broadcast from 3 to 9 p.m. daily. Station operates at present on 1 kw, channel 226, 93.1 mc.

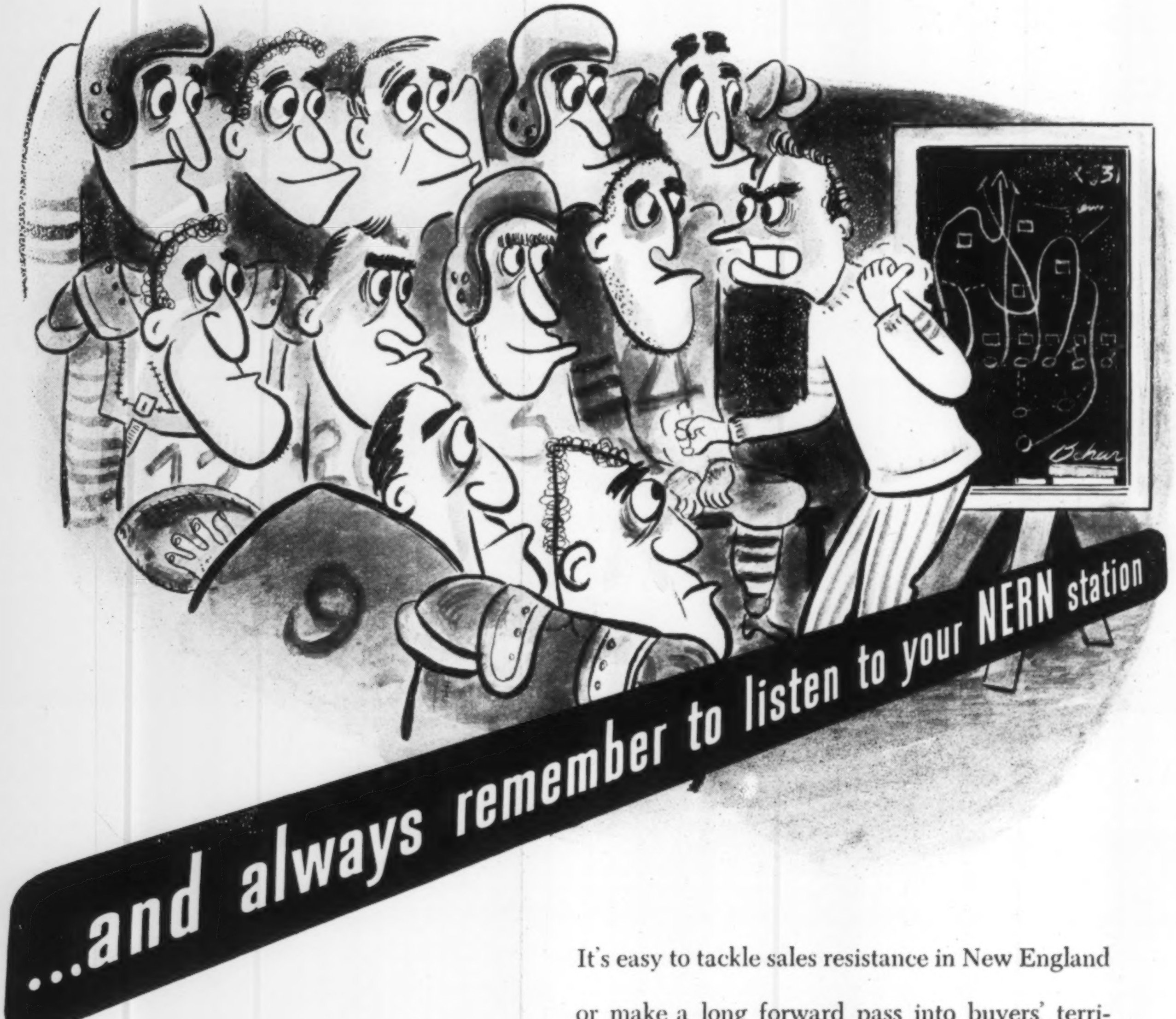


SECTIONAL SCENE OF A PULP MILL, WEST POINT, VA., LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES W. SMITH

**OUT OF THE FOREST PRIMEVAL** of Virginia's vast forest area of 14,832,500 acres come the raw materials for industries employing nearly 40,000 workers.—Not the least of which is the manufacture of heavy paper and paperboard for packaging and wallboard for building construction. An important part of Virginia's great industrial empire of today . . . . a dominion amply served by this institution, its only 50,000 watt radio station.

50,000 WATTS NIGHT AND DAY . . . STUDIOS IN RICHMOND AND NORFOLK, VIRGINIA

WRVA


...and always remember to listen to your NERN station

It's easy to tackle sales resistance in New England or make a long forward pass into buyers' territory. New Englanders like to shop for quality merchandise and have the purchasing power to do it enthusiastically. Your NERN station calls the signals on buying and selling.

**NERN STATIONS**

| | Frequency | Watts | |
|---|---|---|---|
| WBZ | 1030 | 50,000 | Boston, Mass. |
| WCSH | 970 | 5,000 | Portland, Maine |
| WJAR | 920 | 5,000 | Providence, R. I. |
| WLBZ | 620 | 5,000 | Bangor, Maine |
| WRDO | 1400 | 250 | Augusta, Maine |
| WTIC | 1080 | 50,000 | Hartford, Conn. |

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

**nern**

New England Regional Network, Hartford, Conn.

**NERN COVERAGE**

New England—where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

**NERN TIME**

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

**Nationally represented by WEED & COMPANY**
**New York • Boston • Chicago • Atlanta**
**Detroit • San Francisco • Hollywood**

## Some Reception!

A LISTENER in Miamisburg, Ohio wrote to KCRG, new outlet of the *Cedar Rapids* (Ia.) *Gazette*, which will begin operations shortly, and described his excellent reception of the station's test program, naming the night, the frequency and even the songs heard. In his reply, Wayne Babcock, KCRG chief engineer, told the listener that his report was appreciated, but suggested that he tune in later in the fall as the station's test programs have not yet started.

## KUGN FM Outlet Takes Air in Eugene, Oregon

THE FM outlet of KUGN Eugene, Ore. is now in operation, according to an announcement made by C. H. Fisher, partner in the Valley Broadcasting Co., which owns the stations.

The company expects to complete installation within 120 days of a new .6 wave vertical radiator with 412 foot overall height to be equipped on the tower top with a four section Cyl-Ray FM antenna. For KUGN, the company has asked additional power to 1 kw day, 500 w night, on 1280 kc.

## New Mississippi Outlet, 250-w WROB, Begins

OPENING of WROB West Point, Miss. (250 w, 1450 kc), was announced last week by Bob McRaney, general manager of the Mid-South Network and licensee of the station.

Ed McRaney and Mac Miller are manager and continuity director, respectively of the new outlet, which will broadcast 16 hours daily. All facilities, including transmitter station, are housed in one building.

**FRANCIS T. (Ted) HOSKINS**, former MBS correspondent in Cairo, has been appointed an instructor in English at the U. of Connecticut, New London.

KURV
KURV-FM

*KURV's new air-conditioned, white-stucco building.*

* * *

## FM Outlet of 'Knoxville Journal' Takes the Air

WKPB, new FM outlet of the Knoxville (Tenn.) Publishing Co., began operation Oct. 15 with 3 kw on 93.3 mc, broadcasting from 2-9 p.m. daily. Power is due to be increased when additional transmitting equipment becomes available.

Harold G. Price, director of broadcasting for the Knoxville Publishing Co., is manager of WKPB. Studios and offices of the station are located in the *Knoxville Journal* Bldg. Antenna is atop a tower on nearby Hotel Farragut.

## 250-w KOKX STARTS; ADKISSON IS MANAGER

IOWA'S GOVERNOR, Robert Blue, and state and civic leaders participated in the launching of KOKX Keokuk Oct. 19, with the governor throwing the switch for the opening broadcast.

KOKX, a 250-w daytime station on 1310 kc, has planned its programming to include local, state and national news, farm markets and music, according to George B. J. Adkisson, general manager. Station has conducted an extensive advance promotion campaign, using newspapers, direct mail, sound trucks, handbills dropped from planes, and "several thousand phone calls," Mr. Adkisson states.

Licensee of the new station, which has studios in downtown Keokuk and is affiliated with Iowa Tall Corn Network, is the Keokuk Broadcasting Co., headed by H. W. Stadler, of the Stadler Cigar Co., who holds 28.3% interest [BROADCASTING, May 5]. Other principals include: F. J. Stadler, Stadler Cigar Co., vice president, 28.3%; S. L. Hart, vice president, 8.3%; W. W. Wolf, secretary, 28.3%; E. K. Johnstone, treasurer, 6.8%.

* * *

**EXECUTIVES** of KOKX Keokuk, Iowa, and the Keokuk Broadcasting Co., licensee, were all smiles as the station prepared to begin operations as a daytime outlet Sunday, Oct. 19 with 250 w on 1310 kc. L to r: W. W. Wilson, station's chief engineer; S. L. Hart, vice president of Keokuk Broadcasting; George B. J. Adkisson, KOKX general manager; L. W. Andrews, radio consultant; E. K. Johnstone, treasurer of licensee; H. W. Stadler, president of licensee; Les Wright, Mr. Andrews' assistant.

## KURV GETS UNDERWAY IN EDINBURG, TEXAS

KURV Edinburg, Tex. became the Rio Grande Valley's newest station Oct. 19 when it began operations with 250 w on 710 kc. Located 1½ miles north of Edinburg, KURV's new building contains three studios and seven offices and will house both the AM and FM transmitters.

Owned by J. C. Looney of Edinburg, the list of personnel is headed by General Manager Louis Aiken Jr., until recently with WINX Washington. Mr. Aiken has 18 years experience as newsman, announcer and producer and has been affiliated with WLW Cincinnati, KMOX St. Louis, WSM Nashville and the Buffalo Broadcasting Corp., Buffalo, N. Y. Other key personnel listed by the station are Warren Chase, chief engineer, formerly with WINX Washington and the Capitol Radio Engineering Institute in Washington; Stewart Gray, program director, previously with WOL Washington and WITH Baltimore; Mrs. Stewart Gray, the former Mary Louise Wilson of WINX Washington, head of traffic and continuity; Walter Widlar, local sales head, formerly with WGAR Cleveland, and Jane Trimmer, station auditor and assistant to the manager, formerly with WARL Arlington, Va.

Programming will consist mainly of news and music with special programs of local interest. The station is on daytime operation at present, but is readying an application for full-time operation.

## KVNJ (FM) Fargo, N. D., Planning to Start Soon

EARLY NOVEMBER start is planned by FM station KVNJ Fargo, N D., owned by Northwest Broadcasting Co., John Nystul, president of the licensee, announces. KVNJ has been assigned Channel 222 (92.3 mc) and plans interim operation on a 3-9 p.m. schedule when it takes the air and fulltime operation later.

Studios are at 215½ Broadway in downtown Fargo. The studio layout includes, in addition to two studios, a control room, reception room, news room, library, offices and engineering shop. Formal opening is set for late November.

Station's news coverage will be via United Press, supplemented by local color, every hour on the hour and a 15-minute news roundup in the evening, according to Mr. Nystul.

## KWIL-FM Albany, Oregon Commences Broadcasting

KWIL-FM, sister station of KWIL Albany, Ore., took the air Oct. 15, operating with 700 w on Channel 269, 101.7 mc. Current schedule of 2-3 p.m. is being maintained for dealer demonstrations of FM receivers and will be increased to 2-9 p.m. when turntables arrive, according to the station.

Chet Wheeler, Herb Davidson, Hal Byer and Le Roy Jolley, respectively general manager, chief engineer, commercial manager and program director of KWIL, will hold similar capacities with KWIL-FM.

## WLAD at Danbury, Conn., 250-w Daytimer, Starts

STAFF of WLAD, new Danbury, Conn., 250-w daytime independent on 800 kc, has been announced by John Deme, president of the licensee, Berkshire Broadcasting Co., and manager of the station.

In addition to Mr. Deme, in radio for 13 years with recent experience in the fields of radar and television at Allen B. DuMont Laboratories at Passaic, N. J., and WABD New York and as a technician at the CBS color television laboratories, New York, WLAD staffers include: Jerry Arthur, program director, formerly assistant program director of WWCO Waterbury, Conn.; Maywill Dudley Sloan, continuity writer, previously with KFAC Los Angeles and WINS New York; Joseph T. Mathers, commercial department chief, with Michael Prunick, Frank Cassidy and Virginia Wren as assistants; Robert V. Harris, chief engineer, with Stuart Leland and George McGuhy as assistants; Frank Reagan and Paul Baker, announcers, and H. Elizabeth Williams and Florence Eberle, stenographers.

WLAD commenced operation Oct. 5. Its transmitter is atop Thomas Mountain, one of the highest points in the Danbury region.

* * *

**HELPING** John Deme (center), manager of the new WLAD Danbury, Conn., celebrate opening of the station at a dinner in Danbury's Hotel Green were Dick Robbins (l), president of WLCR Torrington, Conn., and Lawrence A. Reilly, president of Telecolor Corp. and chief engineer of WSPR Springfield, Mass. In addition to his managerial duties, Mr. Deme is president of the WLAD licensee, Berkshire Broadcasting Co.

## ANTI-AD GROUP SMALL BUT POTENT—DREWRY

SUBSTITUTION of government labels for brand names and the uprooting of the entire American economy is the aim of certain small but powerful groups, Dean John E. Drewry, of the U. of Georgia Henry W. Grady School of Journalism, believes. These groups are "more potent than we realize," Dean Drewry warned the Georgia Dailies Advertising Assn., meeting Oct. 18 in Savannah.

Lauding advertising as a mainspring in the American way of life and the major factor in America's superior living standards, Dean Drewry said that if private enterprise disappears so will democracy. He urged immediate action by advertising men to help protect what he described as the "factors underlying American living standards"—mass production, mass distribution and mass availability, which in the final analysis, he said, are advertising.

Dean Drewry cited a further parallel between advertising and social and business progress in the United States stating that in "the yellowing pages of mail order catalogues—of any advertising pages, for that matter—are the raw materials of business and social history."

**FROM PRESS BOX** roof, WWJ-TV Detroit cameras send U. of Michigan football games to Detroit's 3,000 video set owners. The Ann Arbor stadium is 37 air miles from Detroit transmitter. Relay station has been built on Toumy Ridge, two miles from the stadium. Portable transmitter for cameras is in tent on stadium roof. Audio is handled by Paul Williams from a booth below.

## SAVANNAH STORM

### Stations Double Up as Power Fails in City

WITH LITTLE warning the tropical hurricane that had headed out to sea Oct. 14 turned back toward Savannah Ga., and caught the city practically unprepared. As soon as the U. S. Weather Bureau issued its first warning, however, Savannah radio stations went on the air for the emergency.

By 5 a.m., Oct. 15, all of Savannah was alerted. NBC ran through a special line to its Savannah affiliate, WSAV. But at the height of the storm, a general power failure knocked out both the transmitter power sources of WSAV. Almost without breaking stride WFRP, Savannah independent, and WSAV merged facilities, operating out of WSAV's studios and feeding the programs through WFRP's transmitter.

Property damage due to the storm was high but no casualties resulted, thanks in large measure, to the broadcast warnings and action of the emergency units.

## MINISTERS TO LEARN TECHNIQUES OF RADIO

RELIGIOUS workshops to train ministers in the use of broadcasting will be held Oct. 27-31 by the Pennsylvania Council of Churches. Training courses will be given for state ministers at Gettysburg College, Gettysburg, Pa., and St. Michaels Lutheran Church, Harrisburg.

Among stations cooperating in the project are WHGB WKBO and WHP Harrisburg; WCHA Chambersburg; WRAK Williamsport; WORK and WSBA York. John S. Booth, vice president and general manager of WCHA, and David Bennett Jr., program director of WKBO, will take part, along with Elinor Inman, CBS director of religious broadcasts, and Pearl Rosser, radio director, International Council of Religious Education.

Representing the clergy in the list of instructors will be Dr. Ralph D. Heim, Lutheran Theological Seminary, Gettysburg; Dr. Edward B. Paisley, Board of Christian Education, Presbyterian Church; George B. Ahn Jr., Pennsylvania Council of Churches; Rev. Charles H. Schmits, Syracuse.

## 3 Stations Represented By M & S Take the Air

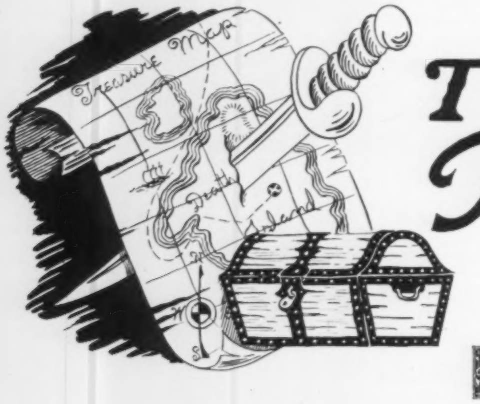
THREE new stations represented by the Washington law firm of Miller & Schroeder took the air within a three-day period. WPGH Pittsburgh, 1080 kc 1 kw daytime, was launched Oct. 19. Station is operated by Pittsburgh Broadcasting Co., owned by Harry M. Bitner Jr. and eight others. General manager is George L. Young, formerly of WSPD Toledo. Mr. Bitner is general manager of WFBM Indianapolis, owned by the Bitner family.

KGIL San Fernando, Calif., took the air Oct. 19 as a 1-kw fulltime regional on 1260 kc [BROADCASTING, Oct. 20]. WHUC Hudson, N. Y., began Oct. 21 as a 250-w outlet on 1230 kc. It is owned by two veterans, Robert P. Strakos and John F. Carney, partners in Colgren Broadcasting Co.

## Transfer of Licenses Granted to KGER, WFHR

THE FCC has consented to assignment of license of WFHR Wisconsin Rapids, Wis., from William F. Huffman, sole owner, to William F. Huffman Radio Inc., a new firm controlled by Mr. Huffman. Permit for affiliated FM station is included in the transfer.

At the same time FCC also approved assignment of license of KGER Long Beach, Calif., from Consolidated Broadcasting Corp. Ltd. to Dana Latham, executor under will and council of C. Merwin Dobyns, deceased. Mr. Dobyns had been owner of Consolidated.



TWO Treasure MAPS

IT'S simple to find the treasure chest… if the old, faded map is correct. Just so many paces from the tree stump, to the hill crest, to the boulder, etc. And then… gold doubloons, rubies, diamonds, pieces of eight…

*Another treasure map… one we know is accurate. It offers a rich market to advertisers. W-A-C-O's coverage map includes a 16-county area with $370,000,000 in retail buying power.*

*In this growing market, surveys and mail count prove that W-A-C-O dominates as one of the best advertising media.*

1000 WATTS 1460 Kc

W-A-C-O
WACO, TEXAS
TEXAS STATE NETWORK
AMERICAN BROADCASTING COMPANY

• NATIONAL REPRESENTATIVE: WEED & COMPANY

★ RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA

A ZIV STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV STAR SHOW ★

★ RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA

STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV

★ RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA

# ZIV'S "BOSTON BLACKIE"

RADIO'S MOST EXCITING HALF-HOUR ADVENTURE-DETECTIVE SHOW!

★ RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA

STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV STAR SHOW ★ A ZIV

★ RADIO'S GREATEST POINT-PER-DOLLAR BUY! ★ RADIO'S GREA

## THE PROOF IS IN THE RATINGS ➧

# CONSISTENTLY... BEATS ALL COMP
# ON STATIONS FROM COAST-TO-

## ZIV'S "BOSTON BLACKIE"

ENEMY TO THOSE WHO MAKE HIM ENEMY
FRIEND TO THOSE WHO HAVE NO FRIEND

### MINNEAPOLIS
SATURDAY — 6:00 p.m. — WCCO

**16.5**

... more than three times its nearest competitor ... more than 8 times competing network commentator!
(HOOPER—OCT.-DEC., 1946)

### TORONTO
THURSDAY, 9:30 p.m., CFRB

**14.6**

Dominates the dominion ... more than twice competing top comic's rating.
(Elliott-Haynes—Oct., 1946)

### PORTLAND
SUNDAY, 12:30 p.m., WGAN

**14.0**

Maine attraction in Portland... 57.8% Share of Audience.
(Hooper—Oct.-Feb., 1946-7)

### CINCINNATI
SATURDAY, 9:45-10:15 p.m., WKRC

**16.9**

Outrates a big network comedy, two network musicals; four times higher than a competing network mystery.
(HOOPER—JAN.-MARCH, 1947)

### YOUNGSTOWN
THURSDAY, 7:30 p.m., WKBN

**20.7**

... 44% Share of Audience ... double nearest competitor: a top-flight network singer-comedian.
(HOOPER—FALL-WINTER, 1946-47)

### NEW ORLEANS
MONDAY, 6:30 p.m., WWL

**14.1**

Beats a famous commentator on competing network station almost three to one!
(HOOPER—DEC.-APRIL, 1946-47)

ETITION
COAST!

**LOUISVILLE**
TUESDAY, 6:30 p.m., WAVE
**21.7**
Far and away the rating champ over three popular network shows.
(HOOPER—DEC.-APR., 1946-47)

**NEW YORK**
WEDNESDAY, 8:30 p.m., WOR
**10.8**
...the highest-rated ½ hour on WOR all days, all hours.
(HOOPER—MAY-JUNE, 1947)

*Greater every year...*
**156 HALF-HOUR "BOSTON BLACKIE" PROGRAMS IMMEDIATELY AVAILABLE**

**ZANESVILLE**
THURSDAY, 7:30 p.m., WHIZ
**20.5**
...beats the total ratings of all three competing network stations.
(CONLON — WINTER, 1946)

FREDERIC W **ZIV** COMPANY
*Radio Productions*
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO HOLLYWOOD

**TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS!**

## GADGET-OF-THE-MONTH
### Club Gets Great Mail Response In First Week on KYW

GADGET-OF-THE-MONTH CLUB received its greatest mail response for the first week of a campaign during the week of September 29 when it opened a drive in Philadelphia over KYW's *Musical Clock*.

In a letter to Harvey McCall Jr., KYW Sales Manager, the Davis-Harrison - Simmonds Advertising Agency of Los Angeles, told the station that the results blast the myth that Philadelphians are "slow" from a sales response standpoint. Since receipt of the letter, the station has tabulated the second week's mail return, which ran 53.2% greater than the first.

The sponsor offers to listeners an opportunity to take a six-month introductory membership for $1 with a guarantee that the gadgets will be worth more than the membership price.

**WFIL-TV TRANSMITTER** in Philadelphia is viewed by officials of Katz Agency, which has been named national sales representative for station. L to r: Max E. Solomon, WFIL-TV salesman; John E. Surrick, WFIL sales director; Martin Beck, of Katz; Kenneth W. Stowman, WFIL television director; George Brett, Ted Kruglak and Abe Doris, all associated with agency; Roger W. Clipp, WFIL general manager, and Jerome B. Harrison, of the agency. Engineer at control console is Dick Marshall of the station.

## PUERTO RICO'S RADIO AD DRIVES PEPPED UP

AGGRESSIVE advertising campaigns on the radio and in the press are being conducted for many products in Puerto Rico, Joseph M. Madden, secretary of National Export Advertising Service, New York, who has just returned from that market, reports.

A great deal of expansion is taking place in the Puerto Rican radio field, Mr. Madden pointed out. In San Juan, WLAC and WAPA have new studios and transmitting facilities, and WKAQ's new plant is almost ready to go into operations. The newspaper *El Mundo* is entering the broadcasting field with its new station, WEMB, scheduled to begin broadcasting soon.

Mr. Madden also found WPAB in Ponce, southern Puerto Rico's leading city, to be a well-equipped and well-organized local station. Its power is soon to be increased to 5 kw.

The trend among the major stations is to go from 5 kw to 10 kw, Mr. Madden said. This is said to be an attempt to get island-wide coverage over the mountains separating the northern and southern portions of Puerto Rico.

## KWK Gives Its Employes 'Cost - of - Living' Bonus

NEW APPROACH toward helping employes meet problem of higher living costs has been instituted by KWK St. Louis. The station has distributed among its 75 salaried workers government "E" bonds in amounts equalling a 5% basic salary increase for the first six months of 1947.

The KWK management, after noting that the Bureau of Labor Statistics cost-of-living index for the St. Louis area for the January-through-June 1947 period showed a 4.5% increase, decided to make the distribution.

Only employes not receiving the bonds were those working on commission, according to Robert T Convey, KWK president.

### The Tops

WHEN Capt. Leonard Schmitz, former head of the Radio and Television Section of the Army's Public Information Section, resigned that post recently, he took with him what is believed to be some sort of record. Among top names featured on programs Capt. Schmitz has produced, both in his last Army position and as officer in charge of Radio Tokyo are: President Truman, War Secretary Patterson, Defense Secretary Royall, and Generals Eisenhower, MacArthur, and Spaatz.

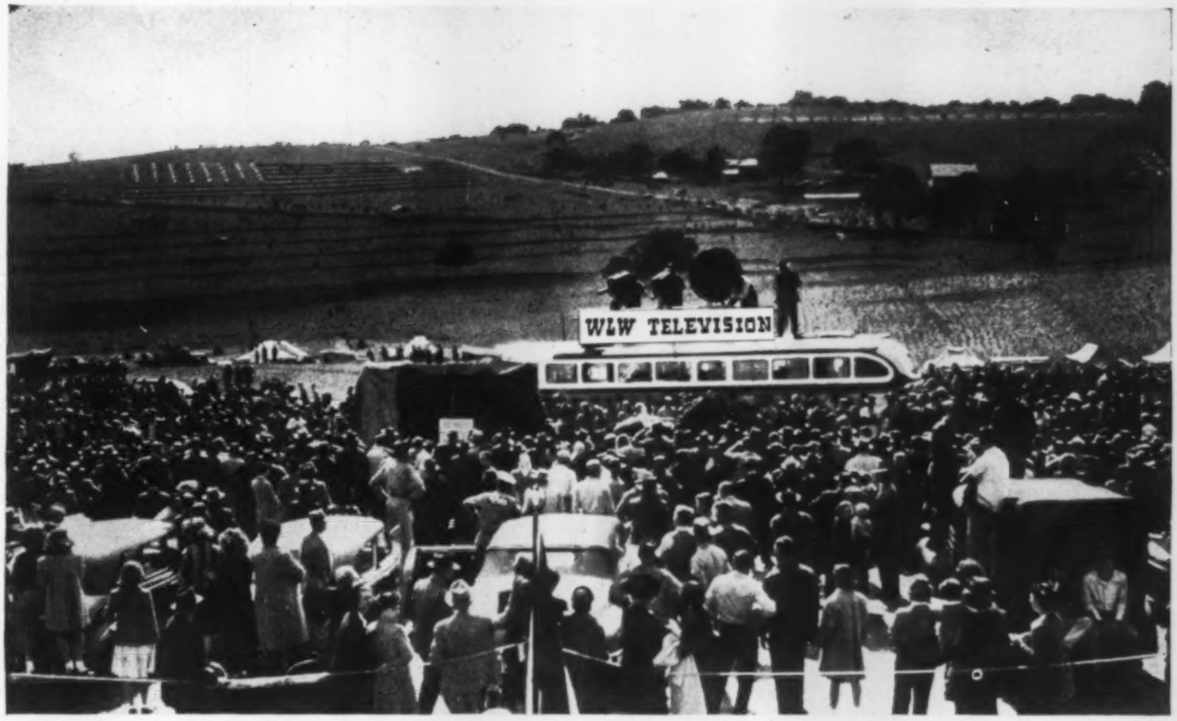
WTAG Leadership Keeps Blazing the Trail!
VT
NH
MASSACHUSETTS
WORCESTER
CONN
R I
BASIC CBS
WTAG-FM

From its establishment, when radio stations were few and far between, to the present day when their number has reached 1877, WTAG continues to blaze a trail to a position of national leadership—

- ..in number and fame of public service programs,
- ..in quality and size of its equipment,
- ..in extent of production facilities and the ability of its production personnel,
- ..in the winning of nation-wide awards, and
- ..in the unfailing loyalty of its audience.

WTAG remains supreme in the great Central New England area.

WTAG WORCESTER
580 KC 5000 Watts
PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.



# In one day . . .

# 40,000 FARMERS PAID US A VISIT

WLW wasn't around at the opening of Ohio's first frontier. It was before our time. But 50,000 persons will testify that we were on hand at the opening of the second frontier, held October 2 in Licking County, Ohio.

The event was a Soil Conservation Field Day, officially designated "The Opening of the Second Frontier", and co-sponsored by The Nation's Station as a service to our large rural audience. Nearly 50,000 persons attended the event and, as near as we could determine, at least 40,000 accepted our invitation to visit the WLW tent to witness a television demonstration, see the broadcast of "Everybody's Farm Hour", meet the members of the WLW Farm Program Department, and view the photo displays of WLW-NBC stars.

During the day, two badly-eroded, run-down farms were given a complete face lifting in accordance with U.S. Soil Conservation Service recommendations. More than a hundred pieces of farm and construction equipment and 600 men completed in one day the work a farmer would require four years to accomplish, including fertilizing, strip cropping, pasture renovation, drainage, tree planting, wildlife planting and the construction of fences, diversion ditches, ponds, etc.

Thus, in one spectacular demonstration, WLW helped to impress upon the people in attendance and listeners at home, the sound value and urgent need of soil conservation . . . one of the prime objectives of WLW's well-rounded farm programming service.

1922 **WLW** 1947
25th Year
CROSLEY BROADCASTING CORPORATION

How many of these
SIX
STREAM-LINED
MARKETS
do you know?
1
2
3
4
5
6

Rivers, as always, channel the life-blood of cities; carry the payloads of commerce; nourish the fruits of agriculture. Rivers, together with other avenues of transportation, *make* markets; and the six rivers pictured help make six of America's richest markets.. those served by Westinghouse stations.

If you want to stimulate distribution in one, or more, of these six markets.. you'll find *radio* your star salesman; and you'll find you can reach the most people, at the lowest cost-per-thousand, through the Westinghouse station. BMB figures, compared with rate cards, will show you why. Consult our national representatives for availabilities.

***Key to Photos:*** **1.** The Maumee, at Fort Wayne. **2.** The Willamette, at Portland. **3.** The Charles, at Boston. **4.** The Connecticut, at Springfield. **5.** The Allegheny, at Pittsburgh. **6.** The Schuylkill, at Philadelphia.

**WESTINGHOUSE RADIO STATIONS Inc**

**KDKA • KYW • KEX • WBZ • WBZA • WOWO**

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

WHITE ROSE says it with flowers to Joan Davis on her initial broadcast from Hollywood. White Rose Products, New York, sponsor of the co-op show in that city, sent its agency representative, J. D. Tarcher, to Hollywood with greetings. Joining in wishing Miss Davis well are (l to r): Ben Gage, announcer; Ernest H. Martin, director of CBS Hollywood network programs; Mr. Tarcher; Dick Mack, director.

# United Nations Network Series Getting Fine Station Reaction

AFTER three weeks in which the United Nations program *UN Today*, has been carried on the United Nations Network, a survey revealed that station managers across the country are finding the series "well-produced" and "fast moving" as well as getting splendid listener responses.

"The programs are a distinct asset to our station and a real service to this area," Harry Maizlish of KFWB Hollywood said last week.

Leon Goldstein, vice president of WMCA New York, said that "the program is, in our opinion, the answer to radio's limitations in broadcasting lengthy sessions of the UN. It brings the highlights of the sessions to the air . . . Judging from the response of our audience, this program plays a vital role in meeting the people's need for information on UN activities by providing a front-row seat for important UN sessions."

Fred Barr, manager of WWRL New York, stated that "the program presents an intelligent, condensed review of all the high spots in the day's proceedings both at Lake Success and at Flushing Meadow. It is presented in a fast-moving, highly pertinent manner."

Art Harre, general manager of WJJD Chicago, pointed out he had "the assurance of all the radio editors that they will monitor the show and give it not only daily preferred listing but also a review or two every week." Joe Connolly of WCAU Philadelphia said, "it is a well-produced and very exciting broadcast."

The following also found the series warmly acceptable: Joe Hartenbower of KCMO Kansas City, Clint Sherwood of KSAN San Francisco, Mrs. Elliott Sanger of WQXR New York, Fred Weber of WDSU New Orleans, John F. Patt of WGAR Cleveland, Norman Reed of WWDC Washington, Robert Bell of WCTC New Brunswick.

The United Nations Network now includes outlets in New York City, New Brunswick, N. J.; New England (Yankee Network), Philadelphia; Washington, Cleveland, Chicago, Kansas City, Denver, Salt Lake City, San Francisco, Hollywood, New Orleans, Oakland, Bloomington, Ind., and Alexandria, Va. It was understood also that Don Lee Network is currently clearing time in order to carry the series.

## Cozy

MICROPHONES all over the U. S. soon will be taking on the New Look if Gizi Alton, editor of *Modern Knitting*, has her way. In return for her frequent radio appearances as a knitting expert Mrs. Alton is presenting each New York station with a crocheted microphone cover, tastefully embroidered with its own call letters. She hopes thus to set a national trend.

## Elgin Enlarges Show

TALENT roster for Elgin Watch Co. CBS Thanksgiving two hour program has been enlarged with addition of following: Alan Jones, Mary Jane Smith, Larry Storch, Sweeney and March, Sir Lancelot. Agency: J. Walter Thompson Co., New York.

## PHILADELPHIA SURVEY
### Classical Music Best Liked; Comedy Shows Next

AVERAGE Philadelphian listens to his radio seven hours a week and rates classical music as his favorite type of program, with comedy, popular music and drama, respectively, holding second, third and fourth positions in popularity.

This was disclosed in a survey which students of Philadelphia's Neff College made by interviewing people selected at random from crowds of shoppers and workers. Survey further disclosed that most Philadelphians have no objection to commercials but that they prefer a spoken message to a singing or dramitized commercial. Network programs are preferred, the study showed, except for disc m. c.'s.

The college plans to publish results of the survey and to make them available to all Philadelphia stations and advertising agencies.

## Nets Plan Pool Coverage For Wedding of Princess

EDWARD R. MURROW of CBS and Arthur Mann of MBS have drawn the choicest assignments in radio's coverage of the Princess Elizabeth-Lieut. Philip Mountbatten wedding on Nov. 20, which will be carried jointly by all four major networks.

They will broadcast a description of the marriage ceremony from a booth inside Westminster Abbey. Frederick B. Opper of ABC will be stationed at Buckingham Palace to describe Princess Elizabeth's departure for Westminster Abbey. NBC's Merrill Mueller will report from outside the Abbey. Howard K. Smith, chief of the CBS European news staff, will broadcast from Admiralty Arch as the royal procession passes on its way to the Abbey.

The two-hour pool broadcast will begin at 5 a.m., New York time, as the procession leaves Buckingham Palace.

## GAB Date Not Set

A MEMO is being sent to stations of the Georgia Assn. of Broadcasters asking for suggestions as to what date the GAB winter meeting should be held. It has already been decided that the meeting will be in Augusta sometime in January, and will probably last one day only. GAB members are asked by Ed Mullinaxm, GAB secretary-treasurer, to write their preference dates to Allen Woodall, GAB president, and president and general manager of WDAK Columbus, Ga.

TWO FLOOR model FM radio-phonographs have been donated to veterans hospitals at Canandaigua and Bath, New York, by the Stromberg-Carlson Company's military service committee, which has dissolved after functioning throughout the war and for the two years thereafter.

KSO
DES MOINES
The Best Buy in Central Iowa
CBS

KSO

The station People LISTEN to in a market Where They BUY

★

Write for availabilities on KSO . . . the station that SELLS Iowa's TOP Market

KSO
5000 WATTS-BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy
PRESIDENT
George J. Higgins
GENERAL MANAGER
Headley-Reed Co.
NATIONAL REPRESENTATIVES

## WOMAN'S WORLD, BUT...

### KXLY Spokane Shifts to Male M. C. on Woman's Show

NOT SATISFIED with changing format of its woman's program, *This Woman's World*, KXLY Spokane, Wash., has gone further and abolished the practice of having a woman as m.c. The shift to a male m.c. was made "on popular demand," station reports.

The new *This Woman's World* (Mon.-Fri., 4:15-4:30, PST) is dedicated to a different group each day. Monday is Bride's Day, Tuesday Chef's Day (prominent chef features his special recipes), Wednesday Newcomers' Day, Thursday Your Day (when listeners' recipes and household hints are broadcast), and Friday Our Day (program built around favorite recipes of station personnel).

# Large-Screen TV Obstacles Ahead, Warns Dr. Goldsmith

Dr. Goldsmith

THEATRE television is at approximately the same stage of development as radio in 1920—few know exactly what to expect yet no one in the industry can afford not to investigate it.

That was the essence of a paper read last week by Dr. Alfred N. Goldsmith, consulting engineer, before a gathering of the Society of Motion Picture Engineers attending that group's 62nd semi-annual convention at the Hotel Pennsylvania, New York.

While on the whole painting a bright picture of the future of large-screen video, Dr. Goldsmith, with scientific caution, emphasized the technical and economic barriers that first must be cleared. He warned that much of the appeal of large-screen television lies in its novelty, and declared that after this wears off theatre video will have to compete in intrinsic worth with movie productions.

Dr. Goldsmith said that successful theatre television will require close cooperation between the video engineer, the architect, and the exhibitor. Directional screens, he said, probably will be custom-built to the dimensions of the individual theatre. He suggested a size range of from 6 feet x 8 feet to 15 feet x 20 feet.

As for keeping overhead within the reach of the average exhibitor, Dr. Goldsmith said this might be done through formation of theatre video networks through which telephone lines, radio beams or coaxial cables would carry shows into hundreds of theatres.

Touching on color television in theatres, Dr. Goldsmith said he thought more experimentation is needed in black and white as well as color video before this becomes a reality. He pointed to the scarcity and prohibitive cost of color film as a typical stumbling block.

Dr. Goldsmith urged the society to aid in every way possible in spreading information about television within the industry as well as among the general public, "... to endeavor to raise the level of performance of television as well as films," and to maintain close cooperation with radio engineers, to help further these ends.

## Blackstone Trick

HARRY BLACKSTONE, magician, made a Philco radio vanish in his first television appearance Oct. 9 on the *Pleased To Meet You* program of WPTZ, Philco television station in Philadelphia.

## BACK NRDGA CONTEST, NAB URGES STATIONS

AWARDS to retailers for best use of the broadcast medium will become a permanent feature of the National Retail Dry Goods Assn. if the second annual contest [BROADCASTING, Oct. 6] draws anticipated response from stores and stations.

Entries for the contest will close Dec. 1 to permit selection of winners in time to participate in the January NRDGA convention, to be held in New York Jan. 12-16.

Urging stations to support the awards, NAB has suggested that plans be made to interest retail sponsors in the contest. Rules and official entry blanks are to be sent out soon by NRDGA. The rules will require one transcription of a regularly scheduled retail program, with two copies of the script, list of basic objectives, and type of audience at which it is aimed.

Entries will be classified by NRDGA according to store volume, and judged accordingly. NAB suggested that cooperation of stations with retailers in connection with the contest provides "the sort of cooperation that can grow into a million dollar promotion for radio."

**WTAG-FM Worcester, Mass., has been assigned permanent frequency of 96.1 mc by the FCC. It has been broadcasting on several temporary assignments, the last being 102.7 mc.**

*Blessed Event in New Jersey*

**. . . and it's SOME baby**

Like its famous parent, the Newark News, WNJR will play a dominant role in New Jersey life. The 5000 watts of power in its healthy lungs will reach the 13 northern counties of New Jersey—a market of 3,500,000 persons with $4,500,000,000 annual buying income. With a program structure as new and unique as itself, WNJR promises to set a new standard of entertainment and public service in New Jersey.

5000 WATTS 1430 KILOCYCLES

ON THE AIR IN NOVEMBER

WNJR

**MArket 3-2700**

**91-93 HALSEY ST.**
**NEWARK 2, N. J.**

OTIS P. WILLIAMS, *General Manager*

*The Radio Station of the Newark News*

# WKAT

**MUTUAL**

"COVERS THE NATION'S PLAYGROUND"

MIAMI BEACH

MIAMI

## FRANK KATZENTINE

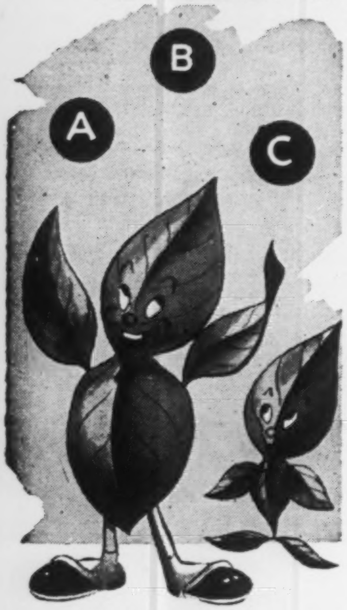
Announces the appointment of

# WEED
## AND COMPANY

**NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ALTANTA • HOLLYWOOD**

**AS NATIONAL REPRESENTATIVE**

**5000 WATTS—DAY DIAL 1360 1000 WATTS—NIGHT**



SELLING IS AS SIMPLE AS

IN EASTERN NORTH CAROLINA

WRRF*
5000 WATTS, 930 KC
WASHINGTON, N. C.

*WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

Bright leaf tobacco is just one of the money crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $245,459,006.

Selling this "as good as gold" market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 31 counties with 922,353 population and 135,510 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
*National Radio Representatives*
FORJOE & CO.
New York • Chicago • Los Angeles

## WORD OF PRAISE

### Minister Finds Radio Improving Self

CONVICTION that "no one is more aware of the weaknesses in radio broadcasting today than radio people, and no group is doing a more sincere job of tackling those problems than these same people" has been expressed by an Ohio minister who attended the NBC-Northwestern U. Summer Radio Institute.

In a report to J. J. Laux, manager of WSTV Steubenville, Ohio, A. Robert Anderson has stated that "leaders in the field are too well aware of the tremendous responsibility this powerful medium places upon them." Concerning the criticism of modern radio as in *The Hucksters* Mr. Anderson observed that he would "like to see somebody write a book indicating the tremendous public service rendered by the industry, emphasizing particularly the superb job done by radio during the war years—an item which we hear all too little about."

Mr. Anderson mentioned the present agitation in some quarters of the church for its own stations, stating FM might well stimulate the feeling, but suggested it may be wiser to make the investment in use of existing facilities with established audiences and the production of quality programs.

## *ASCAP CONSIDERING CO-OP PROGRAM FEE*

POSSIBILITY that differences between broadcasters and ASCAP can be ironed out by the end of the year are brighter as negotiations between committees representing the two groups continue.

Agreeing that ASCAP should receive some form of payment for cooperative programs, NAB's special committee has proposed that such broadcasts be considered straight local commercials, with fee of 2¼%, and ASCAP's committee has promised to present the proposal to its board, meeting Oct. 30. ASCAP has asked the network program fee of 2¾%, maintaining that co-op shows fall into that category.

The second major problem, defining per program license terms and limitations, will receive further study. One proposed solution is creation of a permanent arbitration board to handle individual cases. Last meeting of the joint NAB-ASCAP committee was held Oct. 23 in New York.

## N. J. Broadcasters

THE NEW JERSEY Broadcasters Assn. held its first meeting at New Brunswick last Saturday. James Howe, WCTC New Brunswick, is president of the new organization, James V. Cosman, WPAT Paterson, vice president, and Roland Trenchard, WAAT Newark, executive secretary and treasurer.

**MEN BEHIND** NBC Western Network's new *Jack Gregson Show* gather in Omar Khayyam's restaurant in San Francisco, where program originates, to taste sample of product the program advertises, Lynden Chicken and Noodles. L to r: standing—Leonard Keyes, NBC producer; Harry Bubeck, NBC San Francisco program manager; George Mardikian, owner of Omar Khayyam's, and Walter Tolleson, NBC sales representative; seated—Mr. Gregson and Trever Evans, Pacific National Advertising Agency. Series, which started Oct. 18, is heard Sat., 9 a.m.

## AWB's First District Meeting Elects Phyllis Doherty Publicity Chairman

PHYLLIS R. DOHERTY, publicity director for the Yankee Network in New England, was named publicity chairman for 1947-48 of the First District of the Assn. of Women Broadcasters at a meeting of the steering committee of the First District, held Oct. 18-19 in the Hotel Touraine, Boston. The group discussed plans for the coming year.

Chairman Fay Clark of WBRY Waterbury, Conn., presided at the meeting. It was recommended that each state chairman urge the women broadcasters in her state to devote special interviews on programs this week to National Radio Week.

Speakers at the two-day meeting included A. N. Armstrong Jr., commercial manager of WCOP Boston and advisor to the women of the First District, who advised the AWB to work together as a unit for the mutual benefit of all women in radio. Harold E. Fellows, general manager of WEEI Boston and NAB director for the First District, congratulated the women on their work.

State chairmen in attendance were: Helen Hope, Massachusetts, WHYN Holyoke; Julie Blake, New Hampshire, WMUR Manchester; Una King, Connecticut, WTHT Hartford; and Dorothy Wadman, Maine, WGAN Portland. Also present were Marie Houlahan, publicity chairman of the national AWB and publicity director of WEEI, and Miss Doherty.

Committee members were guests of the Yankee Network on Saturday afternoon and were taken on a conducted tour of the network studios.

**BENJAMIN COHEN** of Chile, assistant secretary general of the UN, will inaugurate a new weekly public service series titled "The UN and You" to be heard over WHLI and WHNY (FM) Hempstead, Long Island, starting Oct 31, 2:45-3 p.m. Each week a different UN dignitary is to report on a phase of the inside workings of the organization.

Pstt! Your best bet in Idaho

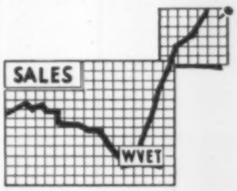
KSEI
POCATELLO • IDAHO

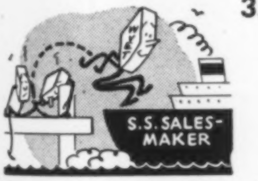
# SORRY, WE HAVEN'T ANY BRIGADIER-ADMIRALS...

## —but WVET has almost everything else to help you do a whizz-bang of a selling job!

**1.** *Who* won the Battle of Rochester for this high profit market's 5000 watt station? 38 veterans stubborn enough to insist there's NO SUBSTITUTE for plain old-fashioned get-up-and-go. And now WVET is out to do some fancy battling for you!

**2.** Thanks, old man, but we don't *want* an A for Effort. All we're after is A+ results for YOU—whether you're out to break sales records for Flapdoodle's Delicious Gumdrops or Diesel-powered tractors.

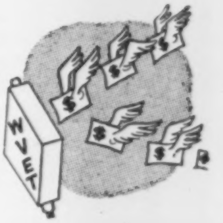




**3.** Frankly, we can't afford to miss any boats because we've invested our own hard-earned sheckels in WVET . . . all 38 of us. To put it candidly, we *have* to make money for YOU—so we can make money for us.

**4.** No . . . we have no intention of dropping you like a hot potato once you've signed. We've been timebuyers and clients ourselves so we know what you're up against . . . firmly believe in *servicing the sale.*

**5.** You bet we'll test shows for you and give you complete advertising and merchandising service. Anything to help you sell more of those delicious gumdrops—or anything else you want to promote. We can also give you expert, on-the-spot help with local distribution problems.



**6.** We're set up to give you the kind of personal, individualized service you want . . . the *kind* of service that will help you get bigger and better returns from every one of your WVET broadcasts.

So hurry to your nearest three-cent stamp and write for full details about Rochester's new live-wire, up-and-at-'em station—WVET!

**VETERANS BROADCASTING COMPANY, INC.**
**204 GRANITE BLDG., ROCHESTER, NEW YORK**

# WVET

**5000 WATTS 1280 ON YOUR DIAL**

**(YOUR MUTUAL STATION)**

*NATIONALLY REPRESENTED BY WEED AND COMPANY*

During emergencies . . . as always . . .

First in Civic Service

First in the Hearts of all the People

NO WONDER

LISTENERS (AND ADVERTISERS)

Turn First to

**WWL**

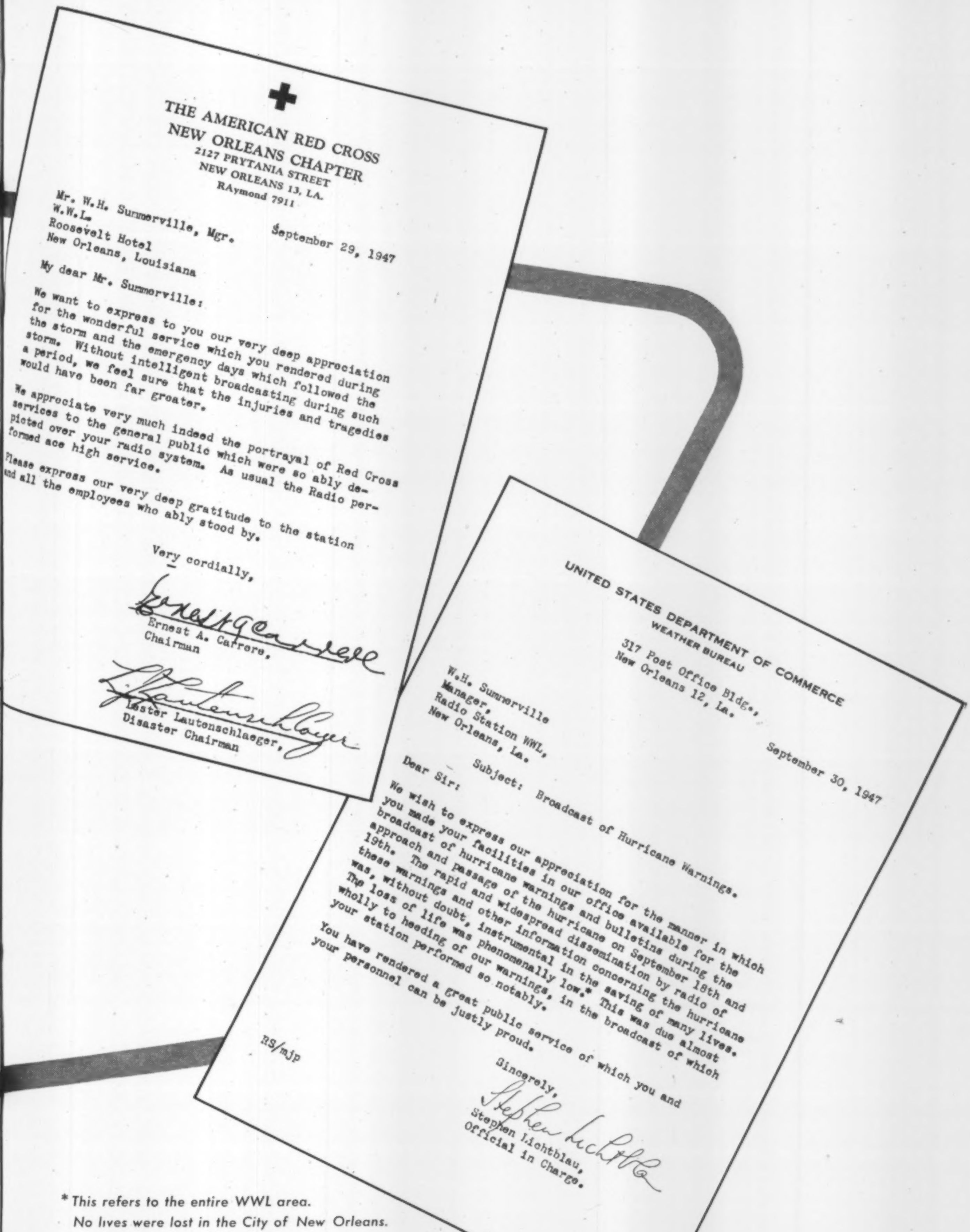
**NEW ORLEANS**

A DEPARTMENT OF LOYOLA UNIVERSITY

**50,000 Watts - Clear Channel - CBS Affili**

**Represented Nationally by the Katz Agency, Inc.**

25 YEARS OF SERVICE



THE AMERICAN RED CROSS
NEW ORLEANS CHAPTER
2127 PRYTANIA STREET
NEW ORLEANS 13, LA.
RAymond 7911

Mr. W.H. Summerville, Mgr.
W.W.L.
Roosevelt Hotel
New Orleans, Louisiana

September 29, 1947

My dear Mr. Summerville:

We want to express to you our very deep appreciation for the wonderful service which you rendered during the storm and the emergency days which followed the storm. Without intelligent broadcasting during such a period, we feel sure that the injuries and tragedies would have been far greater.

We appreciate very much indeed the portrayal of Red Cross services to the general public which were so ably depicted over your radio system. As usual the Radio performed ace high service.

Please express our very deep gratitude to the station and all the employees who ably stood by.

Very cordially,

Ernest A. Carrere
Ernest A. Carrere,
Chairman

Lester Lautenschlaeger
Lester Lautenschlaeger,
Disaster Chairman

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UNITED STATES DEPARTMENT OF COMMERCE
WEATHER BUREAU
317 Post Office Bldg.,
New Orleans 12, La.

W.H. Summerville
Manager,
Radio Station WWL,
New Orleans, La.

September 30, 1947

Subject: Broadcast of Hurricane Warnings.

Dear Sir:

We wish to express our appreciation for the manner in which you made your facilities in our office available for the broadcast of hurricane warnings and bulletins during the approach and passage of the hurricane on September 18th and 19th. The rapid and widespread dissemination by radio of these warnings and other information concerning the hurricane was, without doubt, instrumental in the saving of many lives. The loss of life was phenomenally low.* This was due almost wholly to heeding of our warnings, in the broadcast of which your station performed so notably.

You have rendered a great public service of which you and your personnel can be justly proud.

Sincerely,

Stephen Lichtblau
Stephen Lichtblau,
Official in Charge.

RS/mjp

---

* This refers to the entire WWL area.
No lives were lost in the City of New Orleans.

**THREE PRESIDENTS** sit in on *Information Please* as the show starts its tenth national network year. St. Louis executives (l to r) are: Robert Convey, president of KWK, which carries the MBS show in St. Louis; Clark Hungerford, president of St. Louis-San Francisco Railway Co. (Frisco Lines), St. Louis sponsor; Elmer G. Marshutz, president of Gardner Advertising Agency, St. Louis, Frisco Lines agency.

## School Officials Advised on Purchase Of Sound Equipment in RMA Manual

BASIC standards to guide school officials in the purchase of recording and playback equipment, along with sound systems, are set forth in a report issued by the Radio Manufacturers Assn. in cooperation with the U. S. Office of Education.

Copies of the report, titled *School Sound Recording and Playback Equipment;* are being distributed to key school officials, manufacturers and others interested in recording techniques. The booklet was prepared by a special RMA-Office of Education Committee. It is a sequel to another volume, *School Sound Systems*, issued a year ago.

Progress in recording techniques, confusing to many not familiar with equipment, is set forth in the booklet. New methods such as magnetic tape, magnetic wire, embossed tape and discs, photographic film and others suitable for educational use are reviewed. Drawings illustrate operation of the methods.

In discussing utilization of equipment, the booklet says, "Sound recording equipment is used to make 'off-the-air' recordings either for reference purposes or for later classroom use. Such 'off-the-air' recordings may be only temporarily useful or may be welcome additions to the school recordings collection.

"In the formal group newscasts are generally of short-lived value, while an important historical event such as a presidential speech, recorded and retained, becomes a valuable addition to the library of recordings. In many cases, roundtable or other type of discussion programs which concisely state or strongly defend significant points of view often prove to have continuing documentary value, useful for demonstrating comparisons, contrasts and the evolution of ideas.

"English, social studies, music, science and the several foreign languages take on new reality through the proper use of vivid 'off-the-air' recordings which recreate the original atmosphere. Although some of this material is essentially ephemeral in its application to the learning situation, much of it is of permanent value."

## FREE RELIGIOUS TIME

### WHUC Institutes New Policy; All Faiths Represented

WHUC Hudson, N. Y., has announced that it plans to institute a policy of donating time for the broadcasting of religious programs. Clergymen of the various faiths, functioning through an executive board, will work out details of the programs with the station management, according to Paul Baron, WHUC program director.

Appeals for funds are to be barred, and attacks on other religious groups would be considered contrary to the public interest, representatives of the various denominations and faiths have unanimously agreed.

A temporary executive board, which is to be established for six months to represent the religious groups, will work with WHUC in setting up a program schedule. As tentatively drawn up, schedule will include morning devotional time with religious music and speakers from the various faiths, an afternoon inter-faith program of religious music and religious news, Sunday morning and Friday night church services, and a Sunday evening program of choirs of all churches.

NOW

WORKING TOGETHER
FOR YOUR BETTER BUSINESS

WEED & CO.

Outstanding in the Station
Representation Field Since 1936

*and*

WCBM

Outstanding in the Coverage of
the Profitable Baltimore Market

WCBM

John Elmer, *President* George H. Roeder, *General Manager*

*Exclusive National Representatives*
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

WHEREVER THE BABE GOES SHE ATTRACTS CROWDS
WHEREVER SHE BROADCASTS SHE ATTRACTS *LISTENERS*

# "HERE COMES THE BABE!"

THE BIGGEST NAME IN SPORTS NOW BECOMES
THE BIGGEST NAME IN TRANSCRIBED RADIO...

- ★ GUEST STAR ON MANY RADIO NETWORK SHOWS.
- ★ SYNDICATED COLUMN IN NEWSPAPERS ACROSS THE COUNTRY.
- ★ FEATURED IN SATURDAY EVENING POST, SEPT. 20, 1947 ● IN OCTOBER "SPORT" MAGAZINE ● AND ON YOUR LOCAL SPORTS PAGES MORE THAN ANY OTHER ATHLETE!
- ★ CURRENTLY ON COAST TO COAST GOLF EXHIBITION—MAKING A GREAT PROMOTIONAL TIE-IN FOR STATION AND SPONSOR WHEN SHE APPEARS IN YOUR LOCALITY.

## "BABE DIDRIKSON SPEAKS ON SPORTS"

THE BIGGEST SPORTS SHOW OF THE YEAR WILL BE AVAILABLE FOR SUSTAINING, REGIONAL OR LOCAL SPONSORSHIP STARTING DECEMBER 15TH. A SENSATIONAL, 15-MINUTE, OPEN-END, UP TO THE MINUTE, WEEKLY SPORTS SHOW, STARRING

***the Fabulous Mildred (Babe Didrikson) Zaharias plus Important Guest Stars . . . . . . . . . . . . . .***

## Offered on PRIOR SALES basis

**EXCLUSIVE IN EACH CITY**

| STATION POWER | Under 25,000 Pop. | Under 100,000 Pop. | Under 250,000 Pop. | Under 500,000 Pop. | Under 1,000,000 Pop. | Over 1,000,000 Pop. |
|---|---|---|---|---|---|---|
| 250-500-W | $ 9 | $12 | $15 | $22 | $27 | $37 |
| 1-5 KW | $12 | $15 | $20 | $27 | $37 | $47 |
| 10-50 KW | $15 | $20 | $25 | $37 | $47 | $62 |

All Prices are Net, Regular Express Charges Collect

**AND HERE IS A POWERFUL SELLING AID**

Twice on each program, Babe personally mentions the name of the sponsor!!! If you carry the show sustaining, she personally identifies the station.

A DIVISION OF
ROBERT J. ENDERS Advertising

PRODUCERS OF "OUR LAND BE BRIGHT" . . . . CURRENTLY ON 518 STATIONS STARRING MARGARET O'BRIEN . . . JACK CARSON . . . JANE WYMAN . . . RONALD REAGAN . . . HERBERT MARSHALL . . . BUD ABBOTT . . . LOU COSTELLO . . . HENRY FONDA . . . JOAN FONTAINE . . . DANA ANDREWS . . . GLENN FORD . . DENNIS MORGAN . . . SEN. WARREN R. AUSTIN . . . MAJ. ALEX. deSEVERSKY AND FRAZIER HUNT.

*Program Originations From Hollywood, Washington and New York*

**NATIONAL *Productions***

1415 K STREET N. W. WASHINGTON 5, D. C. EXECUTIVE 5834

YOU GET ALL OF OKLAHOMA WHEN YOU USE
TULSA
OKLAHOMA
OKLAHOMA CITY

**KTUL** 5,000 WATTS and **KOMA** 50,000 WATTS

Avery-Knodel, Inc.
National Representatives

KTUL TULSA
KOMA OKLA. CITY

INVEST YOUR AD DOLLAR

WCKY's-ly

L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

IT'S A GOOD audience Duane Jones (l) has for the yarn he is spinning. Listening attentively are four members of the New York Premium Club, meeting at New York's Hotel Sheraton on Oct. 9. Mr. Jones, president of the Duane Jones agency, was featured speaker at the meeting. L to r: Mr. Jones; Sam Thompson, sales manager, coffee division, The Borden Co.; David Pickering, premium buyer for Colgate-Palmolive-Peet; Joseph Peters, vice president of Sperry Hutchinson Co.; Howard Dunk, president of New York Premium Club.

## Boost for Video

TELEVISING of boxing bouts in New York is increasing boxoffice receipts rather than whittling them down as claimed by some fight promoters, according to Horace Atwood Jr., president of Industrial Television Inc., Nutley, N. J. He said he based this conclusion on results of a survey made by his firm last month among patrons of clubs and taverns using industrial television receivers. More than 70% of those polled, he said, are planning to attend a bout in person at Madison Square Garden or elsewhere in New York as a result of interest aroused by the televised bouts. Fewer than 23%, Mr. Atwood said, indicated they would attend fights that were not being televised regularly.

## Folsom Says the Future Of Radio Is Television

FRANK M. FOLSOM, executive vice president of the RCA Victor Division, last week told the Marketing Club of the Harvard U. Graduate School of Business Administration that television was "the future of radio" and would be "unsurpassed as an advertising medium."

Mr. Folsom outlined the present state of video development and predicted rapid progress which would bring coast-to-coast television possibly as early as 1950.

## Magnesonic Showing

NEW Magnesonic recorder and reproducer line, including a model with radio and turntable which retails for about $120 has had its first public showing, held at the Hotel Pennsylvania in New York. Demonstration was performed by S. Stanley Schary, president of the newly-organized Sound Recorder & Reproducer Corp., Philadelphia, which makes the Magnesonic.

## *VIDEO NOT YET PROVEN AS AD MEDIUM—WEST*

QUESTION of whether television has yet proved itself as an advertising medium was answered in the negative last week by Paul West, president of the Assn. of National Advertisers, in an address before a luncheon meeting of the American Television Society at the Hotel Commodore, New York.

Mr. West

Mr. West said he asked the question: ". . . representing those sometimes-forgotten men, the national advertisers who evidently are expected to foot the bills of television . . ." Speaking of commercial video he said, "It has a long way to go to prove itself in the sales and profits columns as every medium must," but he added . . . "I'm not bearish on television, on the contrary I think it has tremendous possibilities." His principal point appeared to be that not enough video sets are currently in use to provide the volume of mass circulation needed by national advertisers to conduct a successful campaign.

"As a complete outsider," Mr. West said, "I would suggest that the American Television Society might find its greatest usefulness in directing the medium along lines which will safeguard the investor's money, and in a television investment this means the man who pays the bills—in short, the advertiser."

## Rexall Plans Series

NEW five-weekly transcribed series titled *Now I'll Tell One* begins next month on six Southern stations for Lane Rexall Drug Stores. Scheduled to air the series are WATL Atlanta, WPDQ Jacksonville, WBIR Knoxville, WAGC Chattanooga, WBRC Birmingham and KARK Little Rock, but plans call for addition of more outlets at a later date, according to Chace Adv., Atlanta, which handles the account.

## Alderson Elected President of AMA

### Marketing Group Also Announces Its Other Officers

WROE ALDERSON, president of Alderson & Sessions, has been elected president of the American Marketing Assn., the AMA announced last week.

Everett R. Smith, research director for Macfadden Publications, and Edgar H. Gault, professor at the U. of Michigan, were elected vice presidents. Harvey W. Huegy, professor at the U. of Illinois, was named secretary, and Wilford White, of the Bureau of Foreign & Domestic Commerce, treasurer.

The following men have been elected presidents of local AMA chapters: Robert J. Eggert, American Meat Institute, Chicago chapter; Carl Simon, Kingan & Co., Indianapolis; Hugh H. MacMillan, *Detroit Free Press*, Michigan; D. H. Strother, Joseph Schlitz Brewing Co., Milwaukee; Marvin D. Hicks, *United States News*, Northeastern Ohio; Robert C. Story, Seattle Chamber of Commerce, Pacific Northwest; William F. Buehl, McGraw-Hill Publishing Co. Inc., Philadelphia; Herbert G. Wyman, *Pittsburgh Post - Gazette*, Pittsburgh; Dean Charles J. Dirksen, U. of Santa Clara, San Francisco; Walter E. Elieson, U. S. Dept. of Commerce, Southern California; Bradford Corbin, Southwest; Dr. A. Rex Johnson, Washington, D. C.

## GE Quarterly Report

PRESIDENT Charles E. Wilson of General Electric last week disclosed that the company's profits available for dividends for the three months ended Sept. 30 amounted to $18,479,898, while the figure for the first nine months of the year was $56,459,434, which amounts to 64c and $1.96 respectively per share of common stock. Net sales in the last three months came to $283,200,737 as compared with $303,937,903 in the previous quarter, with the decrease due to vacation shut-downs, according to Mr. Wilson. Sales for the first nine months of 1947 were $820,957,807 in contrast to $421,439,436 in the corresponding period of 1946.

JOS. WEED & CO.,
350 Madison Ave., New York,

Know About the
5000 WATT TRANSMITTER
Now Being Erected by
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

# THINGS TO COME!

## RAIN—*a la carte!*

The Salt River Valley of Arizona was in the death-grip of parching drought . . . but suddenly . . . *THE RAINS CAME!*

A stroke of luck in this arid land?

No! That life-giving rainfall was the result of man and his science.

Since time began man was the slave of nature . . . expecting little and hoping much of the thunderheads, but today man has discovered that the pilot of an airplane can drop dry ice pellets into the moist clouds and rain will fall . . . when and where he wants it!

Yesterday the rain clouds were misers with their wealth . . . today they are the nation's sky-borne reservoir!

And just as science probes the future, so WSPD looks ahead, finds new ways to better serve the people who live and work and buy in the Northwest Ohio area. WSPD's search for "Things to Come" has resulted in "Action Today" . . . action in the form of sales results—the kind of action that keeps WSPD in its position of the most effective advertising medium in Northwest Ohio.

A QUARTER CENTURY • THE VOICE OF TOLEDO

**WSPD** TOLEDO, OHIO

5000 WATTS
NBC

A FORT INDUSTRY STATION

*Just ask Katz*

## BIG LEAGUERS
### WVBR Cornell U. Carries World Series

THE Cornell U. campus station, WVBR, carried the World Series broadcasts but only after wooing and winning over college officials, executives of MBS, the Maxon and J. Walter Thompson agencies, and WKOP Binghamton.

After explaining to the agencies that WVBR can be heard only on the Cornell campus and not in the neighboring town of Ithaca, the station got the nod to pick up the game only 50 minutes before game time on Tuesday. The first game was picked up from WKOP, the nearest station, and rebroadcast over the campus station, but the reception was not very good. On the second day and thereafter WVBR installed lines and took a feed from WKOP. To cover the extra expenses the resourceful collegians sold five minute commercials before and after the games to two campus retail stores.

PRIOR to the opening of the Lubbock School of the Air's ninth year of broadcasting on KFYO Lubbock, Tex., DeWitt Landis (r), KFYO manager, confers with Mrs. J. L. Teal, radio chairman for the schools. KFYO has been broadcasting to its own area classrooms since 1938. For the past seven years the schools, in cooperation with the station, have been putting on educational series.

## Luckman on WTOP

CHARLES LUCKMAN, head of the Citizens Food Committee, was heard on WTOP Washington's *D. C. Dateline* at 9:15 a.m. yesterday boosting the Girl Scouts' "Clean Plate Club." Mrs. Paul Porter, publicity chief of the Washington Girl Scouts was also on the program, which is moderated by Hazel Kenyon Markel, WTOP director of community service and education. Records of Mr. Luckman's talk were made by WTOP to be used at the Girl Scouts national convention this week in Los Angeles. It is understood that the Citizens Food Committee will distribute the recorded talk to all stations in the country.

MACKAY RADIO & TELEGRAPH Co., an operating subsidiary of American Cable & Radio Corp., has announced the opening of a high-speed, direct radiotelegraph circuit between U. S. and Lisbon, Portugal. Lisbon terminal will be operated by Compania Portugoza Radio Marconi. New circuit will handle all kinds of traffic—government, press, and commercial.

**MEMO TO:** *Radio Station Managers*

**IF YOU**

**HAVE BEEN LOOKING FOR AN EXCLUSIVE NATIONAL REPRESENTATIVE TO:**

- . . . *Contact all leading advertising agencies.*
- . . . *Keep your story constantly before the eyes of the timebuyer.*
- . . . *To aid you in market research.*
- . . . *To help plan your direct mail and trade promotion.*
- . . . *To work in close association with you.*
- . . . *To give you a COMPLETE rep service.*

**THE FRIEDENBERG AGENCY, Inc. . . . .**

**is your answer. New in the field, we are a group of seasoned, sales-minded radio men who will devote our energy and resources to furthering the national business of our clients.**

**We Invite Your Inquiries**

*Call or Write*

**The FRIEDENBERG AGENCY, Inc.**

**165 W. 46th ST.** **NEW YORK 17, N. Y.**

## WGST Is to Remain With CBS for Year
### Suit Against WAGA and Network Dismissed in Georgia

THE MUCH-DISPUTED WGST Atlanta suit to restrain CBS and WAGA Atlanta from negotiating an affiliation agreement was dismissed last Tuesday, with WGST remaining a CBS affiliate until Sept. 25, 1948 [BROADCASTING, June 23, June 30]. At that time CBS will be free to select any Atlanta station as its affiliate.

The order, signed by Judge Marvin E. Underwood of the U. S. District Court for the Northern District of Georgia, was based upon an agreement of the parties.

The suit was particularly outstanding because of the attorneys—both former FCC chairmen—representing both parties: Paul Porter for the Regents of the University System of the State of Georgia, owners of WGST; James Lawrence Fly for WAGA. WAGA is owned by Liberty Broadcasting Co., of which George B. Storer is president.

Both WAGA and WGST agreed that both would have the right to compete freely for the Columbia affiliation after Sept. 25, 1948.

The central issue of the suit was whether CBS and the George Storer stations violated antitrust laws and FCC rules by allegedly "conspiring" to shift WGST's CBS affiliation to WAGA. WGST has been a CBS affiliate for 17 years.

WGST claimed "illegal agreement" occurred when CBS was said to have approached Mr. Storer a year ago to obtain affiliation of WWVA Wheeling, W. Va. According to WGST, the Storer group agreed to the CBS affiliation if WGBS Miami and WAGA also were given such a contract. On June 15, WGBS and WWVA joined CBS.

## Clothier and Shoe Firm Increase Radio Budgets

BARNEY'S CLOTHES, New York, and National Shoe Stores, have revealed through their agency, Emil Mogul Co., New York, that both companies had substantially increased their radio budgets. Both firms have started a schedule of 14 programs and 35 spot announcements a week on WINS New York.

Barney's Clothes also is sponsoring a total of 14 quarter-hour programs, 30 ten-minute programs and 213 spot announcements a week on the following New York stations: WNEW WMCA WLIB WINS WOV WHOM WBNX.

National Shoe Stores is using, aside from WINS, a total of 29 quarter-hour programs and 193 spot announcements a week, on WNEW WOV WHOM.

WABF (FM) New York has shifted from its temporary frequency of 98.5 mc on Channel 253 and has started broadcasting on its permanent spot of 99.5 mc on Channel 258. In addition, broadcast time has been lengthened from 5-12 p.m. to 3-12 p.m., according to an announcement by Ira A. Hirschmann, president of the station.

# HERE'S TO YOU ON OUR 25TH ANNIVERSARY!

WDAY
25th Anniversary

**We're not yelling about our 25th Anniversary merely because we're proud of ourselves. It's because we're proud of *you*—you advertisers who for a quarter-century have given us "the necessary" to grow and improve our programming and expand our service from a few listeners to *almost everybody in the Red River Valley*.**

**Yes, it's you who have made WDAY the *six to one favorite* of the Red River Valley.**

**Here's to you!**

**FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS**

**FREE & PETERS, INC.**
**Exclusive National Representatives**

## What About Code?

WHEN a forgetful engineer neglected to throw a switch one morning recently, listeners expecting to hear *My True Story* over WJZ New York, were treated to six minutes of straight commercials instead. Through incorrect patching, electrical transcriptions being tested by engineers were broadcast by WJZ while other stations on the ABC network were airing the serial drama. It took six minutes to straighten things out.

CHRISTMAS transcription of AFRS "Command Performance" was cut in Hollywood Oct. 14 featuring top personalities from radio and motion pictures. Discs will be distributed to all overseas bases and hospitals for hearing on Christmas Day.

**HIGHLIGHTING** cornerstone ceremonies of WBZ Boston's Radio and Television Center, Walter E. Benoit vice president of Westinghouse Radio Stations Inc., plants the inner box which contains mementoes of the occasion. W. C. Swartley (l) and W. H. Hauser, WBZ station manager and chief engineer, respectively, witness the ceremony.

# MANAGEMENT

**J. LEONARD TAYLOR,** former announcer with WJW Cleveland, WKST New Castle, Pa., and WHBC Canton, Ohio, has been appointed general manager of WCMW Canton.

**KEN PETERS** has been appointed general manager of KTMS Santa Barbara, and KCOY Santa Maria, Calif.

**JERRY FISHER,** former manager of KVIC Victoria, Tex. and KGBC Galveston, Tex., has been named general manager of KFAN Fredericksburg, Tex., which will go on the air first part of November.

**ROBERT T. BOWMAN,** recently with World Radio Foundation, Boston, has been appointed manager of CKMO Vancouver. He was formerly with CBC as special events supervisor, went overseas with first Canadian Army as radio correspondent for CBC, and after the war was correspondent in Washington for CBC and Canadian newspapers.

**WHITTIER BROADCASTING Assoc.,** applicants for 250-w AM and FM stations in Whittier, Calif., have opened offices at 1520 West Whittier Blvd., that city. **JOHN R. DICKINSON Jr.,** former production manager of KHSL Chico, Calif., is general manager with **RICHARD N. MERRILL,** business manager. **PETE VERDELL,** formerly with various Pacific Coast stations, has been engaged as director of production for proposed stations.

**DICK JOY,** co-owner of KCMJ Palm Springs, has been elected first vice president of city's Chamber of Commerce.

**BRIG. GEN. DAVID SARNOFF,** RCA president, sailed for Europe Oct. 17 on Queen Elizabeth to attend Paris meeting of International Chamber of Commerce as delegate.

**JOHN H. MacDONALD,** NBC administrative vice president was elected to new office of board chairman of Controllers Institute of America at that group's 16th annual meeting Oct. 19-22 at Drake Hotel, Chicago. **LISLE W. ADKINS,** of Crosley Div., Avco Mfg. Corp., Cincinnati, was chosen as a director at Chicago gathering.

**DON SEARLE,** vice president of ABC Western division, arrived in New York Oct. 20 with his wife on a month's business-pleasure trip.

**GARLAND W. POWELL,** director of WRUF Gainesville, Fla., is serving as a member of the Foundation Committee of Rotary International until June 1948.

**FIELD ENTERPRISES Inc.,** Chicago, has moved its general offices to 211 W. Wacker Drive, Telephone: Andover 4800.

**HUGH TERRY,** manager of KLZ Denver, has been named to membership of Governor's Committee on Resources Development.

**JAMES D. SHOUSE,** president of Crosley Broadcasting Corp., Cincinnati, will be a member of the panel of speakers at the 43rd annual convention of International Assn. of Ice. Cream Mfgrs. at Miami Beach, Fla., Oct. 27-29, discussing promotional activities of the ice cream industry.

**TOM MEANS,** general manager of WFAK Charleston, S. C., is the father of a boy, Thomas Cornell. Mrs. Means is the former **DEAN CORNELL,** formerly with WOL Washington.

**CHARLES GLOVER DELANEY,** station manager of WTHT Hartford, is the father of a boy, Charles Jr., born Oct. 14.

## FOR HEALTHIER COWS

### Testing for Bang's Disease Gets —A Boost From KHOZ—

FIVE SPOT announcements broadcast by KHOZ Harrison, Ark., over a two-day period helped to make a cow-testing program for Bang's disease in Boone County, Arkansas, a decided success, according to the extension service of the U. of Arkansas College of Agriculture.

Roy C. Keeling, county agent, received word early in May that Dr. C. W. Reed, veterinarian employed by the U. S. Bureau of Animal Husbandry, would be in the county within a few days to conduct the testing program. Time did not permit mailing out letters or making many home visits, so Mr. Keeling called on KHOZ for assistance.

Within one week after the two-day series of spot announcements giving information as to where and when tests were to be conducted, 600 farmers had signed up to have more than 3,000 cows examined.

Final Edition

of News of The World with Morgan Beatty

The night's last-minute developments in world and national news make up NBC's new FINAL EDITION of "News of the World" at 11:15 p.m., EST. Morgan Beatty in Washington has on call the entire NBC foreign and domestic news staff for eyewitness coverage of world events.

FINAL EDITION offers to local advertisers Morgan Beatty, veteran reporter, editor and analyst of world events, who has long been a favorite with NBC's nation-wide, early-evening audience.

FINAL EDITION offers to many new late-evening listeners the efficiency and accuracy of the network's complete news-gathering facilities for late word of latest developments.

TOKYO
LONDON

FINAL EDITION 11:15 to 11:30 p.m., EST, Monday through Friday—makes a perfect supplement to local news periods. Prestige and sales will come to the advertiser who associates his product with NBC's world news coverage—and NBC New York, or your NBC station, has details for you on local sponsorship.

Final Edition of "News of the World"

—is an NBC Co-operative Program

*America's No. 1 Network*

the National Broadcasting Company

*A service of Radio Corporation of America*

WHAT'S NEW IN TELEVISION?
Take a Look at WPTZ!
Max
RUSOFF
20 ARCH ST.

"Miss Television of Philadelphia" over WPTZ; Agency, Solis S. Cantor Advertising Agency; Producer, Jawer Television Productions.

# SIX TELECASTS...$11,020 IN SALES!

Last August, one of Philadelphia's leading furriers, Max Rusoff, Inc., decided to take a fling in television. Hardboiled, experienced advertisers, Rusoff's wanted to find out what kind of results television could produce for them—right now.

Six budget programs over WPTZ (9:00-9:15 PM Friday) gave them their answer. Here are the highlights from the sponsor's report:

**Even though Rusoff's is located in the fur district, out of the city center, the programs brought 94 people into the store who either asked specifically for a coat seen on television or indicated that their visit was a direct result of the show!**

**Of these prospects, 38 purchased merchandise . . . *to the tune of $11,020!***

**Over and above all this, business at Rusoff's was *up 15%* during August — although fur business in general was considerably off. Television may have been the factor.**

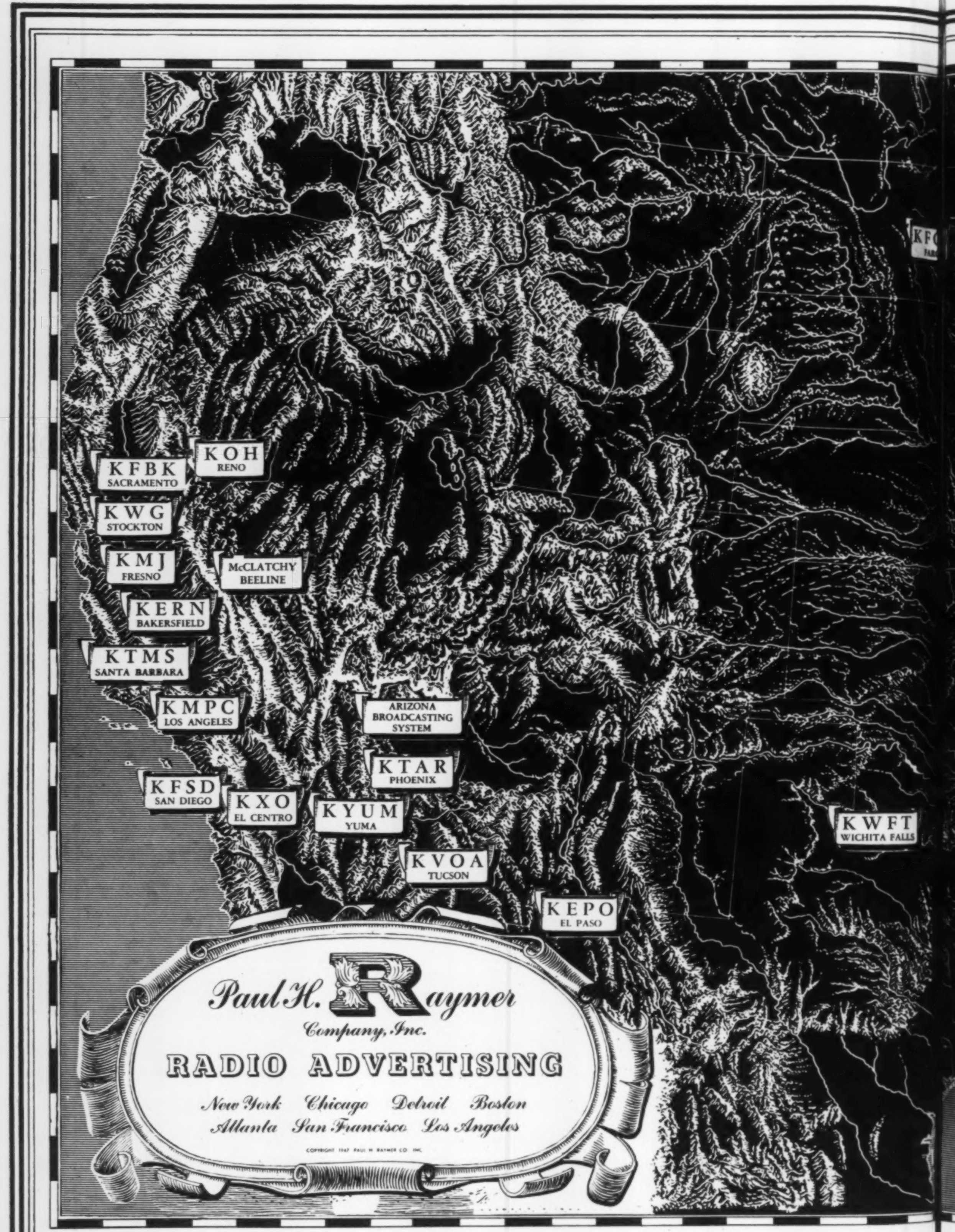
What's the moral to this success story? We think it's this: If you're considering a venture in television, get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

**PHILCO TELEVISION BROADCASTING CORP.**
**1800 Architects Building • Philadelphia 3, Penna.**

NBC
TELEVISION AFFILIATE

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA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STOCKTON
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FRESNO
McCLATCHY BEELINE
KERN
BAKERSFIELD
KTMS
SANTA BARBARA
KMPC
LOS ANGELES
ARIZONA BROADCASTING SYSTEM
KTAR
PHOENIX
KFSD
SAN DIEGO
KXO
EL CENTRO
KYUM
YUMA
KVOA
TUCSON
KEPO
EL PASO
KWFT
WICHITA FALLS
Paul H. Raymer
Company, Inc.
RADIO ADVERTISING
New York Chicago Detroit Boston
Atlanta San Francisco Los Angeles
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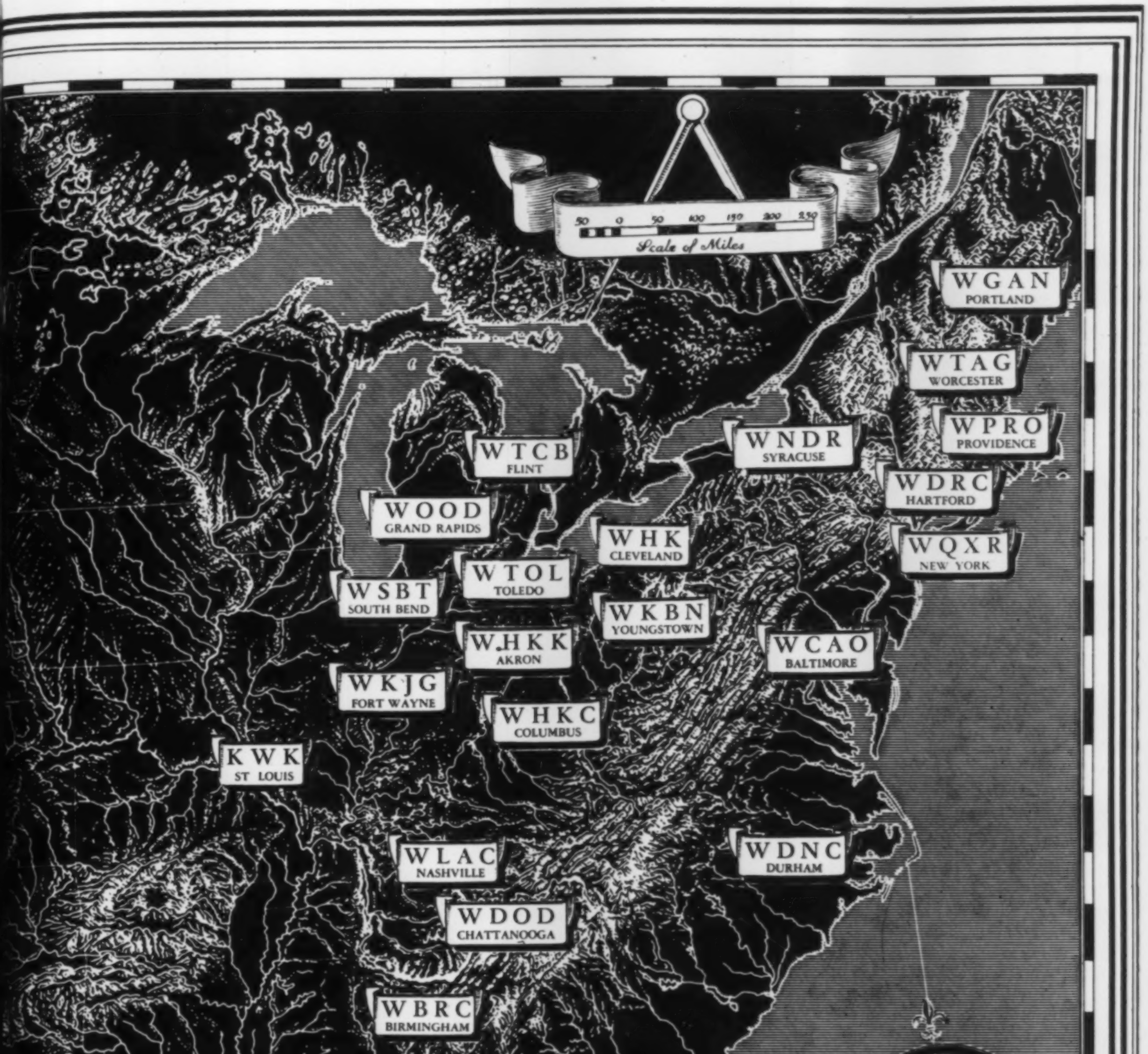
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WHK
CLEVELAND
WQXR
NEW YORK
WSBT
SOUTH BEND
WTOL
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YOUNGSTOWN
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BALTIMORE
WKJG
FORT WAYNE
WHKC
COLUMBUS
KWK
ST LOUIS
WDNC
DURHAM
WLAC
NASHVILLE
WDOD
CHATTANOOGA
WBRC
BIRMINGHAM
WAPA
SAN JUAN

# Editorial

## What Hath FCC Wrought?

WHILE the House Un-American Activities Committee was basking in the klieg lights of moviedom last week, ferreting out Reds and red herrings, the FCC was having a tete-a-tete of its own that probably was just as newsworthy, but lacked the glamour.

A hearing was held all week long on the application of J. Harold Smith, Fundamentalist preacher, for license to cover construction permit for WIBK in Knoxville, Tenn. The FCC just a year ago had granted Preacher Smith and his associates a station on 800 kc with 1,000 w daytime. It was done *without a hearing*. Why we'll never know. For Preacher Smith was a known member of that crew of rabblerousers headed by Gerald L. K. Smith and Gerald Winrod of the "Silver Shirt" ilk.

He got the construction permit after he had been thrown off reputable stations which wouldn't accept "commercial" religion. He vilified the owners. He referred to one, and its associated newspaper, as "gutter rats from the sewers of Hell."

The hearings last week revealed that Smith has invested some $85,000 in XERF Villa Acuna, across from Del Rio, Tex., over which he broadcasts two half-hours each Sunday. He has a one-third interest of some devious description in that border station. He was described as a "religious racketeer" by a distinguished educator, who testified.

All this, it seems, came to the FCC's attention *after* the construction permit had been issued *without hearing*. Last year the FCC had the biggest peace-time appropriation in its history. Certainly a simple scanning of the application and the record would have revealed enough to raise doubt about issuance of a permit without a hearing. Certainly the fact that the FCC's own vaunted (and extra-legal) Blue Book, which frowns upon the sale of religious time in four distinct instances, might have been used by those who framed it.

We don't know what the FCC will do now that it has plunged itself into this unholy mess. But we must keep in mind that this is the same Commission that held atheists have equal rights with Theists on the air.

## And Now It's 'E. Q.'

THIS NEW TERM, standing for "Enthusiasm Quotient," is one which George Gallup of Gallup Poll hopes will become as much a part of the radio language as Hooperating.

E.Q. ratings for actors, singers, announcers, songs and other program items are offered by Dr. Gallup as part of his six-phase audience measurement which covers reactions of listeners as well as their number.

While probably the best known, Dr. Gallup is not the first to enter the qualitative side of audience measurements. Years ago Frank Stanton, now CBS president, cooperated with Paul Lazarsfeld, head of Columbia U.'s Office of Radio Research, in developing the program analyzer, a device for recording the listeners' reactions. It has been in use at CBS and NBC.

Last summer one of Dr. Gallup's former associates, William A. Yoell, launched his Audience Index which shows the disposition of the audience to listen as well as its size. A year before that Alfred Politz measured the impact of radio commercials in a study for Edward Petry & Co. His technique won the American Marketing Assn. 1946 award.

Dr. Gallup's entry into radio research typifies a recent surge of activity in this field. BMB announces a 15-point plan.

C. E. Hooper, not dejected because of BMB's refusal to adopt his plan for revamping its techniques, announces three features for his own service: Minutes of listening, average quarterly ratings and distribution of sets-in-use. A. C. Nielsen reports that new audimeters are being readied to measure video and FM.

U. of Iowa works out an audience survey method stressing character of sample and eliminating dependence on voluntary returns. Radio Encyclopedic Listener Institute, bases its measurements of audience size and attitude on cards punched by listeners, using major prizes to secure cooperation.

In the field of station (not audience) behavior—also interesting to advertisers—NAB's research director, Kenneth H. Baker, analyzes the programming of a cross-section sample of 100 stations to show what is broadcast when and sponsored by whom, if at all. This analysis covers both programs and announcements during every minute of the broadcast day. NAB also is preparing for a second NORC study of what the public thinks of American radio.

Broadcasters indeed have a high E.Q. for giving advertisers and their agencies all the facts about radio advertising and its effects. Based on what other media are doing, we wonder whether radio isn't over-doing it.

## Good Apple

WHEN ELEVEN college professors are given a bountiful grant and told to discuss a broad but ephemeral subject like mass communications almost anything may happen. Tossing into that group a starry-eyed poet (Archibald MacLeish) and a department store executive (Bearsley Ruml) fails to materially improve chances of practical or workable conclusions.

Such an experiment is still going full blast at the U. of Chicago. Funds were granted by Time Inc. and *Encyclopaedia Britannica* to the University which administers the funds but has no jurisdiction over the thirteen-man Commission. The group is charged with considering "the freedom, functions, and responsibilities of the major agencies of mass communications in our time" including radio. Eight reports have been issued.

The first seven have been reviewed in this journal as they appeared. Llewellyn White's *The American Radio* was examined at considerable length and evaluated as a ponderous collection of facts presented from a viewpoint considerably left of center.

All seven of the reports, including Mr. White's, successfully conveyed to the reader the various authors' yearnings for an abridgement of the Frst Amendment.

Now the good apple has been discovered in the barrel. The eighth of the reports, *Government and Mass Communications* [BROADCASTING, Oct. 20] by Prof. Zechariah Chafee Jr., Harvard, has just been published. Prof. Chafee, like his contemporaries, does a fine job of presenting facts. But as odd man in the baker's dozen the comparison stops there. He doesn't hesitate to point out the danger that the American people will "lose sight of the evils of government control." "I am far from ready to abandon the case against abridging the freedom of speech," he says. "The First Amendment is the gun behind the door which must never be allowed to rust."

Perhaps the co-members of the Commission could learn something about the value of freedom of speech from Mr. Chafee's opinions.

# Our Respects To—

WAYNE TISS

WHEN John Cowles advised Wayne Tiss that the *Des Moines Register & Tribune* had no openings for editors, he offered the young U. of Iowa graduate an alternative. It was a spot in the newspaper's promotion department which was just being organized. He accepted.

There was no telling at that point in the summer of 1925, but this affiliation was to become an eventual entry into radio. As the Cowles interests extended to include radio, Wayne Tiss' responsibilities were likewise expanded to include the new medium.

With a combined background in newspapers and radio, he was a natural for the role of account executive in BBDO Minneapolis office in 1937. As Geo. A. Hormel & Co. account progressed to radio, it followed that its executive would attend that development carefully. As still other radio activities grew, he learned his way around New York, Chicago and Hollywood broadcast circles.

Finally when the agency's radio billings justified, Wayne Tiss was named BBDO associate radio director, with headquarters in Hollywood. That was February 1943. One year later he was named a vice president in addition to duties as associate radio director, his current capacity.

As such he serves as a member of the agency's radio plans board, participates in program developments and oversees a staff of nine. He also maintains the topside reins of four programs, including NBC *Cavalcade of America* (duPont), CBS *Sam Spade* (Wildroot), Don Lee Broadcasting System's *What's the Name of that Song* (Wildroot) and *Let George Do It* (Standard Oil).

A native of Mason City, Iowa, where he was born Oct. 24, 1902, he attended Mrs. Willson's kindergarten school. Later at Mason City High School, he formed a quartet together with Mrs. Willson's sons, Meredith and Cedric, and another local chap. Instrumental and vocal, they played at numerous social and civic functions.

Upon graduation from high school in 1919, Wayne Tiss recalls that his occupation for the next two years was "playing trumpet in various midwestern orchestras of no consequence." In fall of 1921 he entered the U. of Iowa majoring in journalism and winding up as night editor of the *Daily Iowan*.

Only distinction he recalls in this period came while playing a week-end trumpet with his orchestra in Davenport, Iowa. There he met a very youthful Bix Beiderbecke to whom

(*Continued on page 56*)

# TAKE THE GUESS OUT OF BUYING WITH WOV'S *5 Audited Audiences*

***KNOWING THE DIFFERENCE MAKES THE DIFFERENCE...***

**WOV'S AUDITED AUDIENCES tell you sex and age; but...and here's what you really need to know...AUDITED AUDIENCES tell you where listeners live and shop; what they earn, spend, and buy; what they like and dislike, and...who does the buying. Vital statistical inside info specifically designed to help advertisers and agencies direct their advertising to known individuals rather than trying to reach unknown mass audiences.**

**We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and..."TAKE THE GUESS OUT OF BUYING."**

★ **WAKE UP NEW YORK** ***Bill Williams***
★ **1280 CLUB** ***with Fred Robbins***
★ **BAND PARADE** ***with Bill Gordon***
★ **PRAIRIE STARS** ***with Rosalie Allen***
★ **ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.** ***(More than the combined population of Cleveland and Cincinnati.)***

**WOV**
***NEW YORK***

*Ralph N. Weil, General Manager • John E. Pearson Co., National Representative*

## Respects

*(Continued from page 54)*

he gave several subsequent trumpet lessons.

Upon graduation from college in June 1925, Mr. Tiss wanted a newspaper job. Observing an ad in *Des Moines Register & Tribune* urging young men seeking a newspaper career to apply, he did. By return mail came an offer of a circulation job.

Young Tiss replied he was interested in writing, not circulation. This led to an interview with John Cowles and his eventual hiring in the promotion department. Shortly after the first of the year in 1927, he was named promotion manager. He continued as such until January 1932.

At that time the Cowles brothers started to develop radio holdings. With a background of music and little theatre, plus an understanding of newspaper operations, he was deemed aptly qualified to serve as liaison between the stations and the newspaper management. In addition he was program manager.

When Cowles bought the *Minneapolis Star* in 1934, Wayne Tiss left radio to take over as promotion manager of the newly-acquired property. Three years later, a fraternity brother advised him of an opening as account executive with BBDO in that city. Among his responsibilities were General Mills and the Geo. A. Hormel & Co. accounts.

Early in 1939, Hormel assumed sponsorship of the daytime CBS musical *It Happened in Hollywood*. This meant several trips to Hollywood. As other radio activities grew, he made his way to Chicago and New York. Finally in February 1943, he went to Hollywood to devote full time to radio.

As a boyhood friend of Meredith Willson, it's natural to wonder whether Wayne Tiss, the man who talks to clients, has ever utilized the services of the noted composer-musician, who plays for clients. Mr. Tiss says this has never happened but that they have agreed "it would be quite an opera" when and if.

One of his favorite stories is this incident that happened during his career. One Sunday morning a program of hymns was on the air while a dramatic group was rehearsing in another studio. During an intermission, some livid language issued forth over the hymns. A sad-eyed engineer made the discovery that a wrong patch cord produced the unfortunate result.

On another occasion, he recalls a sponsor who had promised the community of Austin, Minn., that his program would be broadcast from the outdoor bandshell. It was fall and the day was more like winter. Heaters were all about the stage and canvas was hung to cut the wind. Musicians braved the elements but were unable to sustain a note, losing a half-tone in pitch just about every time they tried. As result of the stiff wind, one half hour of transcontinental time was filled with the voice of winter and bass of the Hammond organ.

A family man, he married Paula Benda at Iowa City on Jan. 20, 1926. With Ted, 17, and Missy, 11, they live in suburban Brentwood.

### Avid Grid Fan

Having played some football at U. of Iowa, Mr. Tiss has retained his interest in the game. To such an extent that he has been known to go clear across the country to see a top game.

Less active is his interest in trumpet, but hearing a jam session in an adjoining Don Lee studio recently, he borrowed an instrument and joined in.

At heart his first love is the newspaper business and he hopes some day to own a weekly of his own when active agency days are behind him. And it's possible that it may be a father-son combination if Ted Tiss follows through with his journalism aspirations.

Organizationally he lists Kappa Sigma, Jonathan Club and Hollywood Ad Club.

# COMMERCIAL

**RAYMOND F. HERNDON**, former promotion manager of KPRC Houston, has been named commercial manager of KTRH Houston. Mr. Herndon has had 15 years of experience in radio field, as announcer, salesman, and in various executive posts. For the last three years he has been producer of regional broadcasts by the Houston Symphony Orchestra.

**JACK KELLY**, former account executive of Joseph Hershey McGillvra Co., has been named commercial manager of WSAY Rochester, N. Y. Prior to his association with McGillvra Co., Mr. Kelly was president of New England Adv. Agency, Bridgeport, Conn.

Mr. Conklin

**NEIL C. CONKLIN**, formerly with sales staff of WOC Davenport, has been appointed commercial manager of KCRG and KCRG-FM, new stations expected to begin operations at Cedar Rapids by December. Mr. Conklin was general manager of Wright - Sonovox, Chicago, before joining WOC and previously had been with Music Corp. of America in New York and prior to that was western manager of CBS Artists' Bureau in Chicago.

**GENE GRANT & Co.**, station representative, has moved offices from Hollywood to 5225 Wilshire Blvd., Los Angeles. Telephone: York 1437.

**PETER MERTENS**, announcer of KIRO Seattle, has shifted to commercial department as account executive.

**PAUL MENSING**, formerly with Atlantic Paper Co., Chicago, has joined WGNB Chicago, FM station of WGN, as salesman.

**GEORGE G. PETERSON**, formerly with WCOP Boston, has joined sales staff of WLYN Lynn, Mass.

**J. P. McKINNEY & SON** has been appointed national representative for WGLN Glens Falls, N. Y. and WMNB North Adams, Mass.

**WALLY ASHLEY** has been appointed account executive at WITH Baltimore.

**BETTY LEE**, formerly with KLIF Dallas, Tex., has joined WJBK Detroit, as traffic manager.

**RALPH S. SILVER Jr.**, former program director of WMID Atlantic City, has joined commercial department of WTHT Hartford.

**LORENZEN & THOMPSON Inc.**, Chicago, which last month announced its entry into the station representative field, has reported it will represent KTOP Topeka, KSEK Pittsburg, Kan. and KSOK Arkansas City, Kan.

Mr. Harker

**TOM HARKER**, former sales executive of WJR Detroit, has joined Fort Industry Co. in newly-created position of national sales manager. He will act as liaison between national representatives firms and Fort Industry O&O stations and coordinate sales efforts and supervise overall sales problems. Prior to his affiliation with WJR, Mr. Harker was account executive at MBS and ABC in New York. His headquarters will be in Detroit.

**PAUL W. COLLIN**, formerly with World Broadcasting System Inc., has joined WBNB (FM) Beloit, Wis., as commercial manager.

**GUS ADAMS**, former Kentucky representative for the Metropolitan Life Ins. Co., has joined staff of WZIP Covington, Ky., as assistant sales manager.

**AL KLENMAN**, of technical staff of CKWX Vancouver, has transferred to the sales staff.

**JACK BEATON**, formerly with MBS, has joined John Blair & Co., New York, as an account executive.

**BOB RICE** is new seller of musical sales for WIZE Springfield, Ohio. Mr. Rice was assistant director of George Olsen's band for 15 years.

960
W
NBC
R
C
Paul H. Raymer Company Nat'l Rep.
International News Service
NBC THE NETWORK MOST PEOPLE LISTEN TO MOST
WBRC FIRST IN BIRMINGHAM SINCE 1925
5000 Watts Day
5000 Watts Night
BIRMINGHAM, ALABAMA

100%
HOME COUNTY
BMB
KFXJ
GRAND JUNCTION
COLORADO

## THEY HAD SOMETHING FOR AMERICA . . . *and* WSM WAS THE MESSENGER!

We did not deliberately plan to foster and preserve the folk songs of America. The role came to us, naturally enough, because we did plan deliberately to serve the people from which such music springs. We recognized a need that only a strong radio station could serve, and from the beginning the result has been a revival of national interest in folk music. WSM-originated programs of this type have gained tremendous national circulation. But more important, WSM has made an enduring place for itself in the region it serves.

HARRY STONE, GENERAL MANAGER • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

W

Air Castle of the South

E

850 KILOCYCLES

NBC AFFILIATE

50,000 WATTS

CLEAR CHANNEL

**WSM**

**NASHVILLE**

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC • 5000 WATTS • FULL TIME

The Swing is to WHB in Kansas City

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

# Protective League Is Acquired by CBS

## Fletcher Wiley Sells Productions For Estimated Million

CBS has bought the Housewives Protective League Productions from Fletcher Wiley effective Oct. 25, it was announced last week by Howard S. Meighan, network vice president. Purchase price was understood to be about $1,000,000.

The CBS announcement followed a lengthy series of negotiations, during which both parties flatly and repeatedly denied that any such deal was afoot. The Housewives Protective League will become a division of CBS, with Mr. Wiley being retained as general manager. Mr. Wiley will report to J. Kelly Smith, CBS director of station relations, who will supervise operations of the network's new division. The entire league staff of commentators — Galen Drake in New York, Paul Gibson in Chicago, Burritt Wheeler in Los Angeles, Lee Adams in St. Louis, Lewis Martin in San Francisco, and John Trent in Minneapolis—also will join CBS along with Mr. Wiley. There will be no change in program policies under CBS ownership, the network said.

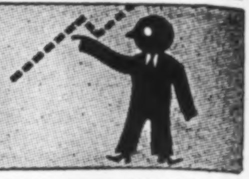
Mr. Wiley's program is currently being broadcast over WBBM Chicago, KNX Los Angeles, KMOX St. Louis, and KQW San Francisco—all CBS stations—and ABC's WJZ New York. The latter show, featuring Galen Drake, will switch to WCBS New York, the Columbia station, "after the first of the year," the network said. The programs will be extended to CBS-owned WCCO Minneapolis and WTOP Washington before the end of the year, and to other major markets in 1948, according to Mr. Meighan.

### Products Tested

Mr. Wiley originally sold his idea, which was to develop into one of the most profitable private enterprises in radio, to KNX in 1934. The name derives from a so-called Tester's Bureau set up by Mr. Wiley to evaluate the products submitted for sponsorship on his program. Actual testing is done by women listeners; no product is accepted by the Housewives Protective League unless it is passed by 80% or more of a 100-member "Tester's Panel", according to Mr. Wiley. A Housewives Protective League Tester's Bureau has been established in the area of each station carrying one of the programs.

Mr. Wiley himself has not been active regularly as a broadcaster since 1942, having trained Mr. Drake and the others mentioned to replace him on the air. The five housewives protective league shows have an estimated aggregate audience of 2,000,000.

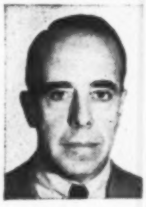
# AGENCIES



**ELLIOTT E. (Sam) POTTER**, manager of Young & Rubicam's Los Angeles office, Jan. 1 will be named a vice president and will manage the agency's Detroit office succeeding **GEORGE W. DAVIS**, who is resigning. **DON BARR**, who has been in Los Angeles office for the last two years handling advertising of Hunt Foods, and Bireley's Div. of General Foods, will take over Mr. Potter's position as manager of that office.

**MANUEL MORTOLA**, associate manager of Buenos Aires office of J. Walter Thompson Co., is in this country to consult with American clients of Argentine office and to visit J. Walter Thompson Co. offices in the U. S.

**LOUIS W. THOMAS**, former vice president of The Blow Co., New York, has joined Lennen & Mitchell, New York, as executive vice president in charge of creative production. Veteran of 22 years in advertising, Mr. Thomas was with J. Stirling Getchel and Lord & Thomas before joining The Biow Co. Earlier in his career he worked on newspapers in New York, Chicago, New Orleans, Denver, and other cities.



Mr. Thomas

**GEORGE RULE Jr.**, former head of exploitation of Tober-Saifer Shoe Co., St. Louis, has joined Val Cole Adv., Los Angeles, as executive in charge of shoe accounts.

## WFIL FORECASTER

### Station Hires Meteorologist To Report Weather

WFIL Philadelphia has just signed up its own weather forecaster and broadcaster, Francis K. Davis Jr., and is setting up a meteorology laboratory where he will conduct his own research for three daily broadcasts. Mr. Davis' special assignment makes him one of the few forecasters employed anywhere in the world by a radio station.

Started Sept. 29, he is being heard Mon.-Sat. at 6:55 a.m., 6:40 p.m. and 11:20 p.m. (late Saturday evening broadcast is at 11:15 instead of 11:20). Broadcasts are five minutes in length and include daily and long-range forecasts, as well as historical, human interest and educational data about the weather.

Mr. Davis, a former Army Air Forces weather officer, holds a master's degree in meteorology from Massachusetts Institute of Technology, and has taken advanced work in physics and chemistry at Temple U. and the U. of Pennsylvania. He has studied and made weather analyses in Boston, Washington, Pittsburgh and the Southwest.

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HOSPITALS, schools and churches may now get recordings of "The Greatest Story Ever Told," program dealing with Biblical parables. Records will rent for $3.75 per album, plus express charges. Venture is being conducted on a non-profit basis by ABC, Goodyear Tire & Rubber Co., which sponsors the program, and New York Local 802 of AFM.

**CORNWELL JACKSON**, vice •resident in charge of Hollywood radio operations for J. Walter Thompson Co., left for New York Oct. 24 for two weeks of program conferences.

**JACK GREGORY**, account executive of Allied Adv. Agencies Inc., Los Angeles, has been named manager of agency's San Francisco office, replacing **VIC UEBERROTH**, who resigned to become manager of KSMO San Mateo, Calif.

**DONALD LINTON**, research director of Grant Adv., Hollywood, has shifted to Grant Adv. Ltd., Calcutta, as assistant to **FREDERICK SPENCE**, vice president and manager of Calcutta office.

**LIONEL FINK**, former account executive of N. J. Newman Adv., Los Angeles, has joined Bass-Luckoff of Hollywood-Los Angeles, as production manager.

**JOE WILKERSON**, who has been with media department of Young & Rubicam, New York, has been named account executive on the Borden account.

**MARY ELIZABETH GAYNOR**, formerly with WTRY Troy, N. Y., as women's director, has joined Woodward & Fris, Albany, as head of radio department. **EDWARD F. MINCH Jr.**, formerly with F. C. Huyck & Sons, Rensselaer, N. Y., also has joined agency.

**ROBERT B. BARTON**, former vice president in charge of Chicago office of BBDO, has formed new company, National Match Book Adv. Inc., which he heads.

**SHERWIN R. RODGERS**, radio director and account executive of Harry J. Lazarus & Co., Chicago, has been named a vice president of the agency.

**TOM McKNIGHT** has been signed to produce CBS "Beulah Show" for Dancer-Fitzgerald-Sample, servicing account for Procter & Gamble.

**MARGARET J. WALCH** has joined traffic department of Brooke, Smith, French & Dorrance Inc., Detroit and New York.

**GILBERT H. WILLIAMS**, former copy director of Campbell-Ewald Co., New York has joined creative staff of Griswold - Eshleman Co., Cleveland. Previously Mr. Williams had been vice president in charge of copy for Federal Adv., New York, having been with that agency for 13 years.

Mr. Williams

**HARRIET STARKMAN**, formerly on creative staff of M. Evans Richmond Adv., Philadelphia, and S. J. Lichtman Adv., Baltimore, has joined Fox Agency, Baltimore.

**RICHARD C. SEWELL**, formerly of Ross Adv., Portland, has joined copy and production staff of Short & Baum Inc., that city.

**FREDERICK GIERMAN**, formerly of Blackett, Sample & Hummert, New York, has joined Showalter Lynch Adv., Portland, as copy director.

**JOHN HOAGLAND**, radio director of Robert Orr Assoc., New York, is the father of a boy, John Grinnell, born Oct. 19.

**BERNARD LUNDY**, former assistant advertising manager of Liquid Carbonic Corp., Chicago, has joined Cleveland office of Fuller & Smith & Ross.

**E. G. BENTLEY**, vice president of Russel M. Seeds Co., Chicago, has resigned to open his own sales promotion office at 228 N. LaSalle St., Chicago.

**JACK VanNOSTRAND**, Hollywood radio director of Sullivan, Stauffer, Colwell & Bayles Inc., is the father of a girl born Oct. 14.

**BILL SCHNEIDER**, vice president of Donahue & Coe, New York, is in Hollywood working out campaign for "So This Is New York" being produced by Screen Plays, starring Henry Morgan.

**ED STODEL**, head of Los Angeles advertising agency bearing his name, is the father of a boy born Oct. 14.

We take pleasure

in announcing the appointment of

HEADLEY-REED CO.

as our exclusive

National Representative

effective November 17, 1947

**WCON**

*The Atlanta Constitution Station*

550 K. C.–Affiliate, American Broadcasting Co.–5,000 Watts

*On the air in December*

# PRODUCTION

**ED LONDON**, formerly with KFMJ Tulsa, Okla., WIRE Indianapolis and CBS, has joined KBYE Oklahoma City, as chief announcer. Mr. London previously was with KFWB Hollywood, and during the war served with AFRS in various capacities including chief announcer at the AFRS station in Tokyo.

**R. THOMPSON MABIE**, production manager of KFEQ St. Joseph, Mo., has been appointed program manager of that station. He has been with KFEQ since 1936.

**HOWARD TINLEY**, announcer - actor formerly with WBAL and WCBM Baltimore, has joined WOOK Silver Spring, Md. He is heard on "Your Disc Scout" and "Slumber Caravan" programs.

**BILL WARREN** has been appointed program manager of WITH Baltimore.

**JIM COONEY**, formerly with WOVD Denver, WERC Erie and WKBN Youngstown, has joined announcing staff of WBEN Buffalo. **ROSS G. WELLER**, formerly with WSAY and WHAM Rochester, and program director of WBTA Batavia, also has joined WBEN announcing staff.

**RUTH CRULL DOOLITTLE** has joined WNHC New Haven, Conn., as director of women's programs and continuity writer.

**BOB CORDELL**, formerly with WTOD Toledo, has joined WJBK Detroit, as disc m.c. **JEAN SMOROSKI**, also formerly with WTOD, has been named WJBK music librarian. **ROGER NASH**, formerly with WBSR Pensacola, and KWKH Shreveport, and **BOB CONGER**, formerly with WWJ Detroit, have been added to the WJBK announcing staff and **EARL HAYES**, who has been with WJBK since 1944, has been named chief announcer.

**MACK SWITZER**, announcer and special events man at KLZ Denver, has been commissioned a lieutenant, j.g. in Naval Reserve, and has been assigned to part-time public relations work at Buckley Field.

**MARSHALL POPE**, former announcer at WLW and WCKY Cincinnati, has joined KMOX St. Louis.

**MARJORIE BELL** has joined continuity department of KGVO Missoula, Mont.

**MACKIE QUAVE** has joined WIS Columbia, S. C., as chief announcer and **HUGH HOLDER**, formerly with WXYZ Detroit and WBIG Greensboro, has joined announcing staff.

**JANE O'SULLIVAN**, former advertising manager of Charles Stevens, women's specialty shop, Chicago, has joined KULA Honolulu, as staff writer.

**LEON OSBECK** and **DICK COWAN** have joined KWIL and KWIL-FM Albany, Ore., as announcers.

**PAUL LaVOIE** has been named music director at WJR Detroit. Mr. LaVoie has been assistant music director and leader of the WJR dance orchestra since 1941.

**RICHARD MINER**, formerly with WICA Ashtabula, Ohio, and **MAL MORSE**, formerly with WCPS Tarboro, N. C., have joined WDUK Durham, N. C., as announcers.

**CELEBRATING** birthdays on the same day (Oct. 14) at WTOP Washington, with cake and trimmings, are (l to r): Edward E. Scovill, CBS director of special events in Washington; "Uncle Bill" Jenkins, WTOP morning man; and Jack Sweeny, WTOP librarian. Total age of trio is 109.

**BRENNADINE STEIL**, former musical director of WCLO Janesville, Wis., has joined WBNB (FM) Beloit, Wis., in similar capacity. **TED ROCKWOOD**, **RUANE HILL** and **DAVID HANAMAN** have joined WBNB as announcers.

**BOB CAMPBELL**, who recently joined KWIK Burbank, Calif., as announcer, has been named production manager, coordinating traffic and program departments.

**BEV DEAN**, producer of WBBM Chicago, has been elected president of Parent-Teachers Assn. for schools of west Chicago.

**MURRAY FORBES**, who for 13 years has played the role of Willy Fitz in NBC's "Ma Perkins," has sold his novel "Hollow Triumph" to Eagle-Lion Films. If his radio commitments permit, Mr. Forbes is to go to Hollywood to be tested for supporting role in the film.

**LARRY BLENHEIM**, WHN New York announcer, is the father of a boy, born Oct. 13.

**ANDY WHITE**, writer on NBC "Great Gildersleeve," and Elizabeth Yeagley, have announced their marriage.

**ALAN SANDS** and **PHIL SHUKEN** have been added to Hollywood writing staff of CBS "Blondie Show," **JOHN L. GREENE** is chief writer.

**HAL KANTER**, writer, has resigned from ABC "Jack Paar Show."

**KEN GRANT**, formerly of CJCJ Calgary, has joined announcing staff of CJOC Lethbridge.

**PHIL NORMAN**, announcer of KGFJ Hollywood, is the father of a boy born Oct. 11.

**JOYCE MILLER**, continuity writer at WMAZ Macon, Ga., resigned Oct. 18, to marry Lieut. Richard Brown.

**TERRY COWLING**, WCOP Boston announcer, and Eleanor Bates were married Oct. 11.

**BUD HOBBS**, singing disc jockey, has joined KSFO San Francisco.

**LAURINE COEN**, formerly of KWSC Seattle, has been appointed head of copy department of KLX Oakland, Calif.

**RONALD DAWSON**, on directing staff of CBS Washington for eight years and CBS New York for four years, has resigned to do freelance work. He has established Ronald Dawson Assoc. at 545 Fifth Ave., New York.

**RAY MARSH**, announcer at WRFD Worthington, Ohio, and Marilyn West have announced their marriage.

**MIKE HUNNICUTT**, morning man at WOL Washington, has been invited to act as m.c. Nov. 3 in awarding medals to 340 D. C. policemen for their wartime service in the armed forces.

**DAVID BALLARD**, announcer-musical commentator of KGFJ Hollywood, is the father of a girl.

**MAURY RIDER**, announcer of KIRO Seattle, has been named chief announcer.

**COM COSTA**, arranger for WCOP Boston house band, has resigned to become staff arranger with Vaughn Monroe's orchestra. He has been replaced in WCOP band by **BOB VARNEY**, a Glen Gray alumnus.

**GARY STEVENS**, effective Oct. 18, took over production chores on "20 Questions," Saturdays, on MBS.

**JOE DERBYSHIRE**, producer of KYW Philadelphia, is the father of a girl, Carol Jean.

**DWIGHT WEIST** has been named permanent m.c. on "We The People," Tuesdays on CBS. Program is sponsored by Gulf Oil Co., through Young & Rubicam, New York.

**CHARLES IRVING**, actor and director, will direct "This Is Nora Drake," the new five-times weekly program on NBC, starting Oct. 27, sponsored by Toni Home Permanent Co. Agency: Foote, Cone & Belding, New York.

**MARTIN W. WILMINGTON**, research analyst in NBC's planning and development division, New York, will teach an evening course in business management at Brooklyn College, Brooklyn, N. Y.

## WBAL PLANS AWARDS
### Achievements in Six Fields Will Be Recognized

WBAL Baltimore will present awards for outstanding achievement in six fields—civic activities, government, business and industry, medicine, education, social welfare, and agriculture—Harold C. Burke, station manager, has announced.

Purpose of the awards, Mr. Burke said, is to encourage and recognize the achievements of Maryland men, women and organizations who "at this very moment . . . are working toward goals that will contribute to a new and better world of tomorrow."

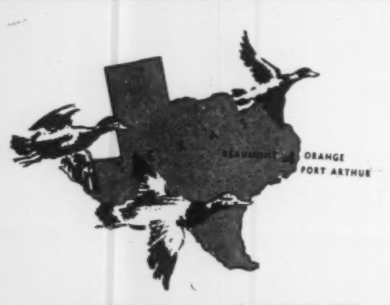
The awards will be in the form of plaques and will be presented to individuals or organizations selected by three-member committees representing each of the six fields. Representing WBAL and serving as general chairman of the committees is Dr. David E. Weglein, station's public service counselor. Citizens have been invited to suggest nominations for the awards, addressing communications to the proper committee, in care of WBAL.

Full-page ads announcing the WBAL awards were carried in Baltimore newspapers.

## Named Lecturer

PGAD B. MOREHOUSE, director of the Division of Stipulations, Federal Trade Commission, has been appointed lecturer on government regulations of advertising at American U., according to an announcement by Paul F. Douglass, university president. Covering all aspects of necessity and authority for advertising regulation, the course also touches upon the impact of FCC on advertising as well as other matters relating to radio advertising.

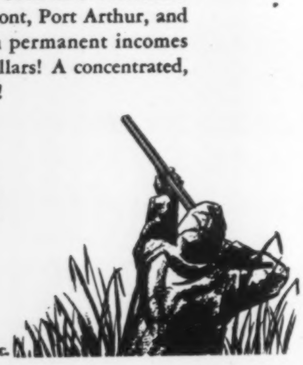
**INCOME TAX DEPRECIATION** for broadcast equipment is being investigated by Canadian Assn. of Broadcasters, according to survey now being made among CAB member stations. CAB survey asks stations what rates they have been allowed on transmitter equipment, studio equipment, remote equipment, towers, musical instruments, studio furnishings and fixtures, studio building and transmitter building.



TAKES ONLY ONE TO GET ALL 3.

Whenever you set your sights on this rich market and blast away with KFDM as your ammunition — you're sure to "knock over" ONE BIG MARKET . . . three key cities . . . Beaumont, Port Arthur, and Orange. A game market with permanent incomes totalling over 584 million dollars! A concentrated, effective shot . . . with KFDM!

BEAUMONT TEXAS
KFDM
560 KC.
1000 WATTS



REPRESENTED BY
FREE & PETERS, INC.
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

THE MIGHTY LOUIS JORDAN ROLLS ON!
AND HIS TYMPANY FIVE, THAT IS.
FLASH
9-23=GREENVILLE=4600 PAID
FOR TERRIFIC $5962.78 GROSS
Mgt. BERLE ADAMS
Direction — GENERAL ARTISTS CORP.

8th newspaper*. . .
CABINET TO TALK AID, HEAR ECONOMIC SURVEY
FORT WORTH STAR-TELEGRAM
EVENING
Army Bans Russians From Weapon Show
Fraulein Practiced for Stowaway Flight to U. S. by Sleeping in Box
Runaway Inflation Is 'Unlikely'
U. S. BORDER PATROL
Television
KCPN
Television station of the
FORT WORTH STAR-TELEGRAM
(WBAP)

## WITH LEADING NEWSPAPERS . . .
## IT'S TELEVISION BY RCA

KCPN
Television

**Cuts studio lighting requirements 90 per cent.** RCA's revolutionary, new *studio* camera produces sharp, realistic television pictures *without* hot lights. Gone is the need for oversized air-conditioning plants.

• Television for Texas—another "first" for that pioneering station WBAP. Within a few months, via its new television station KCPN, thousands of people in the Fort Worth-Dallas area will have the opportunity of seeing regular telecasts of spot news, sports, simple studio shows, and films.

A real assurance of brilliant, high-definition pictures . . . crystal clear sound . . . will be the new RCA 5-kilowatt television transmitter now on order. Two RCA image-orthicon field cameras are already being used for experimental programming and to develop new television techniques.

The *Fort Worth Star-Telegram* (WBAP), owned and operated by Carter Publications Inc., is one of the 27 leading newspapers and top broadcasters from coast to coast to select *television by RCA*. What are *your* television plans?

Are you ready to benefit from the tremendous audience impact promised by television—its newscasting, advertising, and circulation-building possibilities?

Remember that RCA has everything needed to get your station started immediately. Relatively inexpensive, too, when you use RCA's simplified, "add-a-unit" equipments. Whether you want to start on a large or small scale, RCA designs enable you to get on the air quickly at lowest cost . . . permit easy, economical expansion as your television audience grows. We'll be glad to help you with your planning. Write Dept. 18J1.

*Already announced: *St. Louis Post-Dispatch, The Milwaukee Journal, The "Washington" Evening Star, The Philadelphia Inquirer, the Buffalo Evening News, the Baltimore News-Post, and the Sunpapers of Baltimore.*

***TELEVISION BROADCAST EQUIPMENT***
***RADIO CORPORATION of AMERICA***
***ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.***

**In Canada: RCA VICTOR Company Limited, Montreal**

KFMB
*sells*
SAN
DIEGO

KFMB DOES bring RESULTS—solid Dollars and Cents results. Because as San Diego grows it grows around KFMB—right in the center of this year's $532,000,000 retail sales.* So, take a tip and get on "the inside track" in this great market—get on KFMB.

*San Diego County (estimated)

KFMB*
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

WHO
*is*
*"Listened-to-Most"*
*in* 74 *of*
*Iowa's 99 Counties*
*(during daytime )*
●
Write for complete facts!
50,000 Watts
Des Moines
FREE & PETERS, Inc.
Representatives

# ALLIED ARTS

**NORMAN E. WUNDERLICH,** executive sales director of radio division of Federal Telephone & Radio Corp., Clifton, N. J., has resigned to establish his own consulting radio engineering company in Chicago. New firm, with headquarters at 1337 Fargo Ave., together with a radio lab, will provide special service to broadcast and radio communications fields and serve as liaison with Washington radio consultants.

**RALPH NORDQUEST,** formerly with Frigidaire Div. of General Motors in New York and Newark, has been appointed Eastern regional manager of Crosley Div., Avco Mfgr. Corp., Cincinnati. **JOSEPH A. McLAUGHLIN,** Brooklyn sales manager for Crosley Distributing Corp., has been named East-central regional manager for Crosley Div. Mr. McLaughlin has been in radio and appliance business for 18 years.

Mr. Nordquest

Mr. McLaughlin

**WESTINGHOUSE ELECTRIC Corp.,** Home Radio Div., Sunbury, Pa., has distributed cardboard back-drop for dealers displaying new Westinghouse Stratovision FM antenna. Angle-shaped display shows how antenna may be installed on side of building, window sill, etc., and points out its outstanding features.

**FRANKLIN O. PEASE,** manager of Radio's Reliable Resources, Philadelphia employment and financing service, expects to return to his office Oct. 28 following an extended trip through the Midwest and West where he has conferred with station managers and owners on present employment problems, and expansion plans.

**ZENITH RADIO Corp.** has leased four-story building at northeast corner of 25th and LaSalle Sts., in Chicago, from A. P. Callahan & Co. for a period of years. Building will be used to increase company's manufacture of radio sets which, while twice the pre-war rate, has not been able to meet demand. Leased building brings to 150,000 square feet additional space acquired by Zenith in last year.

**ALLEN B. DuMONT Labs,** New York, has retained David O. Alber Assoc. to handle publicity, public relations and promotion for its receiver and broadcast divisions. **DON GIESY,** formerly publicity director of ABC's television department, will be an account executive.

**GOULD-FRANK,** new firm handling industrial, commercial and personal publicity and promotion, has opened offices at 53 E. 93 Street, New York City. Principals in firm are **JOSEPH GOULD, MICHAEL FRANK** and **ROBERT GOULD.**

**SHELBY YORK** has been appointed assistant sales manager of U. S. Television Mfg. Corp., New York. Mr. York, formerly a distributor for General Electric, is making his headquarters at 2409 24th St., N. W. Washington. **TELEVISION SALES CORP.,** UST's Detroit sales representative, has opened a Milwaukee office at 238 Wisconsin Ave. **WILLIAM FARRELL** will cover south shore of Long Island for UST, operating from the main UST office at 3 W. 61st St., New York.

**GEORGE HILLYARD,** former salesman of VOCM St. Johns, Newfoundland, has joined sales staff of program division of All-Canada Radio Facilities, Toronto.

**LT. KITTIE KIRKBRIDE,** of Harvey Marlowe Television Assoc., has returned to Fourth U. S. Naval District at Philadelphia for two weeks of reserve duty to produce special Navy Day video program which will be telecast Oct. 27 by WFIL-TV Philadelphia. Program will run for about 90 minutes, including remote pickups from deck of airplane carrier, as well as films and studio show with top brass participants.

**L. C. ROOSE,** formerly with factory branches of Frigidaire and Norge, has been appointed sales manager of Canadian Admiral Corp. Ltd.

**CHARLOTTE MITCHELL,** Chicago radio writer, has been added to radio department staff of Chicago Community Fund on which she will assist **DON HERBERT,** chief writer, in radio campaign for the Fund drive.

**FRANK SHERLOCK,** former MGM publicist, has joined Bernie Milligan, Hollywood publicity firm.

**ED SOIK,** former national advertising manager of San Fernando Valley Times, has joined Western Radio Adv. as Los Angeles manager, with offices at 520 West Seventh St. Telephone: Mutual 5135.

**IRVING HAMLIN,** publicity-promotion director of KFWB Hollywood, has resigned to head Los Angeles public relations office of Harold Jaffer, New York.

**M. H. SHAPIRO,** managing editor of Radio Daily, has joined Broadcast Music Inc. in an executive capacity. Mr. Shapiro will direct special public relations projects, according to **CARL HAVERLIN,** BMI President.

**ROSEMARY SEAL,** former San Francisco news editor of California Stylist and The Californian magazine, has joined Western Merchandise Mart, that city, as publicity director.

**HAL F. BERSCHE** has been appointed manager of Renewal Sales Force of RCA tube Dept. Formerly western field representative for Renewal Sales section, Mr. Bersche joined RCA in 1945. In his new capacity he will coordinate field sales activities of RCA tubes, batteries, test equipment, electronic components, and package sound products sold through distributors.

Mr. Bersche

**HUGH FELTIS,** president of BMB, is scheduled to speak on "Research Plans of the BMB" at the sixth annual luncheon of The Pulse Inc., at Biltmore Hotel, New York, Oct. 29.

**IRA T. KITZMILLER,** formerly an assistant controller for RCA, has been appointed controller of U. S. Television Mfg. Corp., New York. Mr. Kitzmiller spent 14 years with RCA.

**WINFIELD R. LEVI,** promotion manager of BROADCASTING, has received the Air Force Medal from the Chinese government with accompanying diploma in Chinese, and letter of transmittal from U. S. Adjutant General. Medal is for services rendered while Deputy Assistant Chief of Staff, Priorities & Traffic, India-China Div., Air Transport Command. Mr. Levi holds the rank of major in the Air Corps Reserve.

**LOST BET, BURNED HAT!** But Grady Cole (hatless and kneeling) of WBT Charlotte appears happy, nevertheless. He had been invited by Wilton E. Hall, owner of WAIM and WCAC (FM) Anderson, S. C., to m.c. a broadcast celebrating start of Eastern Air Lines service at Anderson airport and had promised to wear his "fair weather" hat, or else. It rained and this was the result.

**ALLAN MILLER,** partner in firm of Marx, Miller & Marx Agency, Hollywood talent service, taking along several of his clients, will join Music Corp. of America, that city. There has been no merger or purchase, according to **LEW WASSERMAN,** West Coast head of MCA. Future plans of former agency will be determined following conferences between **GUMMO** and **ZEPPO MARX.**

**T. VERNON SWEENY** has been appointed sales engineer of communications equipment division of Canadian Marconi Co., Toronto.

**ADMIRAL Corp.,** Chicago, through its president, **ROSS D. SIRAGUSA,** has announced that company, including subsidiaries, has shown a 42% sales increase for nine months period ended Sept. 30, 1947, over the same period for 1946. Net profit, after all charges, shows increase of $380,580 for same period.

**A. E. KESSLER,** public relations director of U. S. Television Mfg. Corp., New York, is handling publicity for 176th Organized Reserve staff and administrative group, U. S. Army.

WMPS
MEMPHIS
YOU CAN HEAR THE DIFFERENCE
68 *On Your Radio*
10,000 W DAY TIME
5,000 W NIGHT TIME
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
*Radio Sales*

# Just Naturally GROWING!

***GROWING!*** **In 1926 KMAC consisted of 2 studios and offices. Now Radio Stations KMAC and KISS are in their 27 beautiful, new, air-conditioned studios and offices in the heart of San Antonio.**

***GROWING!*** **IN 1926 KMAC had 1 employee. Now KMAC-KISS has a staff of 39 highly trained, experienced people.**

***GROWING!*** **With 1941 as a base figure in advertising volume, KMAC was up 62% in 1943, 206% in 1945, 224% in 1946, and is still growing month by month.**

***GROWING!*** **Always audience wise, KMAC's Hooper has tripled in the morning period in 1947, and has shown remarkable increases in afternoon and Sunday periods.**

***GROWING!*** **San Antonio was the 36th market in 1940; the 27th market in 1947, and we're growing with it.**

***GROWING*** **in the hearts of 1,000,000 listeners for outstanding operation in the public interest for over 21 years.**

***GROWING*** **with the world's largest network. Mutual has more than 450 stations.**

**COME ALONG AND GROW WITH KMAC-KISS!**

★

**TOWERS**
**OF STRENGTH**
***in a***
***GROWING***
**SAN ANTONIO**

★

# KMAC

**1240 *A.M.* ON YOUR DIAL**

MUTUAL
HOWARD W. DAVIS
OWNER

# KISS

**99.5 *F.M.* CHANNEL 258**

**Represented Nationally By**

## JOHN E. PEARSON CO.

WNAX
VANKTON - SIOUX CITY
OUR 25 YEARS DEVOTED TO WINNING LOYAL LISTENERS
PLUS
CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX
Member of Mid-States Group
Represented by THE KATZ AGENCY

GEORGE EICHE (r), a former Sammy Kaye bandsman now operating George's Men's Shop in Johnson City, Tenn., conceived the idea of moving his baby grand into his shop for his across-the-board show, *Keyboard Kapers*, on WJHL. Business carries on as usual while program is on the air. Mr. Eiche reports that college and high school youths are regular visitors at his broadcasts, which also feature guest vocalists.

## DOUBLE FEATURE
### Brickhouse Handles AM and TV Football Broadcast

A RADIO "event" has been marked up by Olian Advertising Co., Chicago, its client Atlas Brewing Co., and Sportscaster Jack Brickhouse.

Mr. Brickhouse not only broadcast the game between the Chicago Cardinals and the Detroit Lions over WJJD Chicago and a network of 12 stations, but also described the contest simultaneously over Television Station WBKB. Olian's television director, George Rich, said the broadcast had convinced the agency that football and other sports contests could be duplicated on television without the necessity of engaging a second commentator.

Atlas Brewing has now authorized sponsorship of the Cardinal broadcasts over WBKB for the entire season.

Regional network stations are carrying the pro football broadcasts as a public service and are charged only line fees. Stations carrying the broadcasts live are: WWXL Peoria, WHOW Clinton (Ill.), WKLX Lexington (Ky.), as well as Iowa Tall Corn outlets KWPC Muscatine, KAYX Waterloo, KWDM Des Moines, KSIB Creston. In addition, following stations are carrying wire broadcasts: WPDQ Jacksonville (Fla.), WKDA Nashville, KLIF Dallas, KOWH Omaha, WATL Atlanta.

CANTON, OHIO
CITY OF BUSY DIVERSIFIED INDUSTRIES — OHIO'S RICHEST RURAL REGION

NOW—
Retail Stores — 21,019
Retail Sales — $882,318,223
Radio Families — 318,440
Manufacturing Firms 1,791

NOW—
Farms — 50,540
Value in Farms — $339,203,240
Farm Population — 195,054
Electrified Farms — 39,382

THE BEST BALANCED MARKET IN THE UNITED STATES
5000 WATTS
whbc
REPRESENTED by Rambeau
BASIC MUTUAL Plus ABC Features • Basic ABC Full Schedule 3-1-48

## WJBK Foreign Language Ban Brings Counter-Act

PROTESTING WJBK Detroit's cancellation of foreign language broadcasts, John Zaremba, chairman of the Detroit Committee for Foreign Language Radio Programs, has asked for time on Detroit outlets to discuss the action. Mr. Zaremba charges the cancellation is a violation of the right of free speech.

The action followed the purchase of the station by Fort Industry Co. this month, Mr. Zaremba said. When it was announced a committee representing the 11 foreign language groups was formed. Languages represented on the committee are: Croatin, Czechoslovak, Egyptian, Greek, Hungarian, Lithuanian, Polish, Roumanian, Russian, Slovak and Ukranian.

Spokesmen for the committee said they believed the absentee Fort Industry Co. did not understand the Detroit community's foreign groups, and the need for foreign language broadcasts.

GAROD RADIO Corp., Brooklyn, has announced a new video set, the "Royal", with 10-inch picture tube, AM, FM and shortwave radio and automatic record changer, to retail at $695 plus installation. Automatic selector to tune in precisely any of the 13 video channels and image synchronizer which locks picture in are included in the set, which is housed in an 18th century mahogany cabinet.

## News

**MARSHALL DANE,** formerly with WCAU Philadelphia, has joined WBEN Buffalo, as newscaster. Mr. Dane previously had been with WLEU Erie, Pa., news editor at WBAL Baltimore, with WOR New York for four years, and program manager of WOC Davenport.

**BEN ELLINGTON,** who during the war was with OWI and was wire editor for Foreign Broadcast Intelligence Service of FCC, has been signed by WTMV E. St. Louis, Ill., to cover news front direct from Washington. His news report is heard daily on the "World At One" program at 1 p.m.

**JOHN B. KENNEDY,** nationally known network news commentator, Oct. 21 began series of news commentaries over WELI New Haven, Conn. His news program is aired twice weekly, Tues and Thur.

**STEVE BUCK** has been appointed news editor of KWSC Pullman, Wash.

**EARLE HITCH,** author and former newspaper editor, has joined news and special events department of KLZ Denver.

**MIKE GIRAUD,** formerly with Canadian Press, Vancouver, has joined newsroom staff of CKWX Vancouver. He replaces **BILL TUTTE,** who has moved to Toronto to join Press News, radio subsidairy of Canadian Press.

**MAURICE ARCHIBALD,** formerly with Trans-Canada Airlines, has joined CJOC Lethbridge, as news editor.

**JIM FAIR,** WLEE Richmond sportscaster, has received a citation from U. of Richmond Quarterback Club commending him and the station for Mr. Fair's play-by-play broadcast of U. of Richmond-Rollins football game at Orlando, Fla.

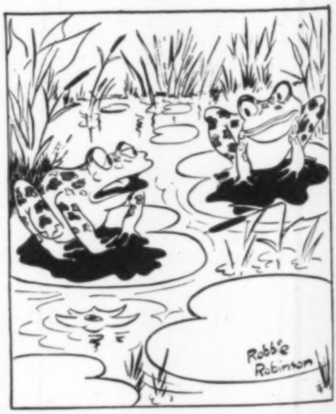
**DWIGHT COOK,** CBS "Peoples Platform" moderator, underwent appendectomy at French Hospital, New York, Oct. 16. **QUINCY HOWE** substituted for Mr. Cook on Oct. 19 broadcast.

**ED MURROW,** CBS newscaster, returns for a week in November to London, his wartime beat, to cover Princess Elizabeth's wedding. Mr. Murrow's broadcast is to originate there Nov. 17 through Nov. 21, 7:45-8 p.m., with rebroadcast at 12:45 a.m.

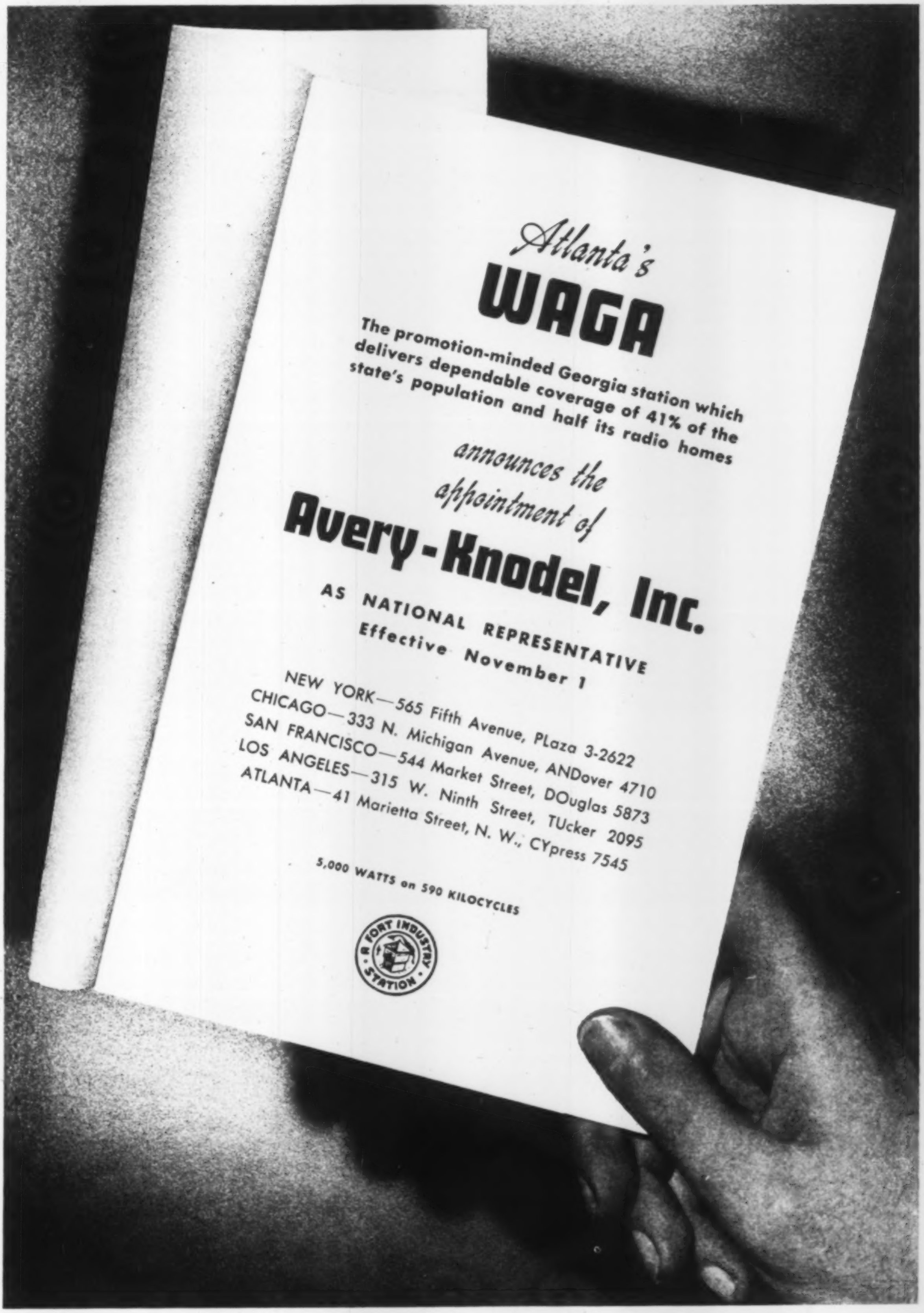
**MARY WALLER,** news reporter at WMAZ Macon, Ga., resigned her position to marry Capt. Bruce Ross on Oct. 19.

**ADELE HUNT,** WPAT Paterson, N. J. commentator, has been elected to the New Jersey Women's Press Club.

**FRANK LEAHY,** famous coach of U. of Notre Dame, who has been signed as sports advisor to WJR Detroit, also is heard in a new transcribed series titled "Leahy of Nortre Dame" on WJR and offered to other stations throughout the country as an open end package. Qaurter-hour weekly show is produced and distributed by Green Assoc., Chicago transcription producer, and features Coach Leahy giving latest developments and predictions on outcome of major games, and Harry Wismer, assistant to G. A. Richards, president of WJR, narrating unusual sports stories.



*"If I fail in my audition on WFDF Flint, I'll croak."*



*Atlanta's*

# WAGA

**The promotion-minded Georgia station which delivers dependable coverage of 41% of the state's population and half its radio homes**

*announces the appointment of*

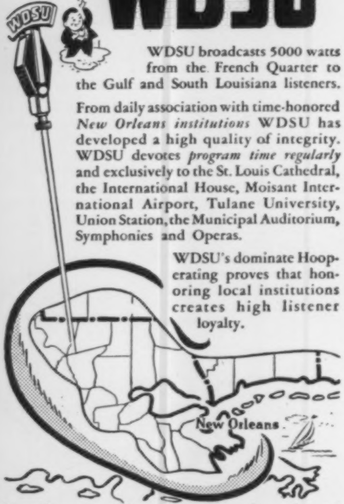
## Avery-Knodel, Inc.

**AS NATIONAL REPRESENTATIVE**
**Effective November 1**

NEW YORK—565 Fifth Avenue, PLaza 3-2622
CHICAGO—333 N. Michigan Avenue, ANDover 4710
SAN FRANCISCO—544 Market Street, DOuglas 5873
LOS ANGELES—315 W. Ninth Street, TUcker 2095
ATLANTA—41 Marietta Street, N. W., CYpress 7545

**5,000 WATTS on 590 KILOCYCLES**

A FORT INDUSTRY STATION



TALK to the SOUTH'S EAR ZONE

through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate 5000 Watts

1280 kc

JOHN BLAIR AND COMPANY
Representative

RADIO WOW OMAHA

NBC AFFILIATE

5000 WATTS

590 KC

WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

# SPONSORS

**TWENTIETH CENTURY-FOX** last week launched what it described as "the biggest saturation radio spot campaign ever used by a motion picture company" to promote "Forever Amber" which opened at New York's Roxy Theatre Oct. 22. More than 200 spot announcements recorded by Frank Gallup were heard in a four-day splash over WOR and WNEW New York.

**PEPSI-COLA Co.**, New York, has bought 11 one-minute film periods on WCBS-TV New York, on behalf of "Evervess," to precede remaining Columbia U. and Brooklyn Dodgers football games. Agency: Young & Rubicam, New York.

**BEAUTY FAIR MAGAZINE** has appointed Gunn-Mears Adv., New York, to handle all radio promotion, with budget of $96,000 for remainder of this year. Starting Oct. 22 sponsor's "Success Booklet" and reducing pamphlet are being offered on the Nancy Craig show on WJZ New York and 40 times weekly on WMCA New York. This follows test campaign on 28 outlets, including stations of Yankee Network, WHWL Nanticoke, Pa., and WCRO Johnstown, Pa.

**PROVINCE OF ONTARIO**, Department of Agriculture, Toronto, has started farm broadcasts daily on a number of Ontario stations. Agency: McKim Adv. Ltd., Toronto.

**SPRING MILLS**, New York, textile manufacturer, is using five-minute filmed commercials on its telecasts of home games of New York Yankees pro football team on WABD New York. Series of 13 commercials, utilizing dramatic format, were made for company by Corcoran Productions.

**WILMOT H. WIMONSON Co.**, Medford, Mass., has appointed Daniel F. Sullivan Co., Boston, as advertising counsel. Radio will be used.

**TIDE WATER ASSOC. OIL Co.** has announced signing of ten more western stations to air Associated football sportscasts. New stations are: KDSH KIFI KEIO KTIL KFLW KSYC KWSD KSMA KAWT KLIX. Total stations now carrying Associated features stands at 115, located in seven states and Hawaii.

**TONI Corp.**, Toronto (hair curlers), Oct. 1 started "Breakfast Club" program on CJBC and CFCF, Mon.-Fri. 9-9:15 a.m. Agency: Spitzer & Mills, Toronto.

**HOFFMAN FIG RANCH Inc.**, Northridge, Calif. (packaged figs), has appointed Bass-Luckoff of Hollywood, Los Angels, to handle national advertising. **RHODES JEWELERS**, Los Angeles (retail), also has appointed agency to service account, with radio to be used.

**BOHLING-NELSON Co.**, Los Angeles (V-U glass & metal cleaner), has appointed Allied Adv. Agencies Inc., Los Angeles, to handle national advertising. Firm is using daily participations on "Al Jarvis' Make Believe Ballroom" on KLAC Los Angeles and "Three Alarm" on KMPC Hollywood.

**MANTLE LAMP Co.** of America, Chicago (Aladdin kerosene mantle lamps), has appointed William Hart Adler Inc., Chicago, to handle advertising. Company is currently sponsoring "Smiling Ed McConnell" transcribed series on 40 stations in mid-southern and mid-western markets.

**CANADIAN INDUSTRIES Ltd.**, Montreal (paints division), has started ten spot announcements weekly on 37 Canadian stations. Agency: Ronalds Adv., Montreal.

**J. WIX & SONS Ltd.**, British subsidiary of American Tobacco Co. (Kensitas Cigarettes), has appointed Foote, Cone & Belding, London, to handle advertising.

**O'BRIEN'S OF CALIFORNIA**, San Jose, Calif. (candy mfgr.) account, has been resigned by Garfield & Guild Adv., San Francisco.

**DENNISON'S FOODS**, Oakland, Calif. (Dennison's Catsup & Chili Sauce), recently started campaigns in eight Western states plus Texas and Minnesota, with over 3,000 chain breaks and one-minute announcements over major network and independent stations. Agency: Johnson Adv. Service, San Francisco.

**KENNETH C. WHITE**, sales promotion manager of Owens-Illinois Glass Co., Toledo, Ohio (glass container division), has been appointed general sales manager of firm's Pacific Coast division with headquarters in San Francisco.

**PERFECTO PRODUCTS Co.**, Los Angeles (mfgr. aluminum coffee makers), has appointed Val Cole Adv., that city, to handle national advertising. Radio is contemplated.

**DOMINION OF CANADA**, Dept. of National Defense, Ottawa (recruiting), has started spot announcements and flashes on about 50 Canadian stations. Agency: MacLaren Adv., Toronto.

**LEVER BROS. Co.**, Cambridge, Mass., for Harriet Hubbard Ayer cosmetics, has bought three participations per week in WCBS New York "Margaret Arlen" program, starting Nov. 3. Agency: Federal Adv., New York.

**LOUIS R. RIPLEY**, former president of United Cinephone Corp., has been appointed an assistant vice president of Pepsi-Cola Co., New York.

**JOHN E. FINNERAN**, president of Gooderham & Worts Ltd., Nov. 1 joins Liebmann Breweries, New York, as vice president in charge of sales.

**ST. LAWRENCE STARCH Co.**, Montreal (corn syrup), Oct. 18 started hockey interviews on four Quebec stations, Sat. 6-6:15 p.m. Agency: McConnell Eastman & Co., Montreal.

**MANTLE LAMP Co.** of America, Toronto (Aladdin lamps), has started transcribed program "Smiling Ed McConnell" on 22 Canadian stations. Agency: Locke, Johnson Co., Toronto.

# NETWORK ACCOUNTS

## New Business

**NEW WASHINGTON COOPERATIVE EGG AND POULTRY Assn.**, Seattle (Lynden chicken and turkey products), Oct. 18 started for 52 weeks "Jack Gregson Show" on 20 NBC western stations. Agency: Pacific National Adv., Seattle.

**CHRISTIAN REFORM CHURCH** Dec. 7 starts for 52 weeks "Back to God Hour" on 70 coast-to-coast stations of MBS, Sun. 11-11:30 a.m. Agency: Evans Assoc. Chicago.

## Renewal Accounts

**ELECTRIC AUTO-LITE Co.**, Toledo, Ohio, Oct. 9 renewed for 52 weeks "Dick Haymes Show" on CBS, Thur. 9-9:30 p.m. Agency: Ruthrauff & Ryan, New York.

**PET MILK SALES Corp.**, St. Louis, Oct. 25 renewed for 52 weeks "Mary Lee Taylor" on CBS, Sat. 10:30-11 a.m. Agency: Gardner Adv., New York.

# BREWERY TO EXTEND 'DAVIS' SPONSORSHIP

PLANS to extend its sponsorship of *Joan Davis Show*, CBS-co-op, to as many CBS O & O stations as available and in other metropolitan markets were confirmed last Tuesday by John Roberts, president of Canadian Ace Brewing Co., Chicago. Sponsor now buys the program on WBBM Chicago and WBZ Boston. Biggest handicap in obtaining the desired markets for the Davis program, Mr. Roberts said, was the network clause which gives local advertisers priority.

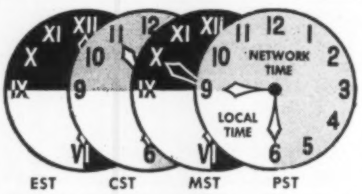
The beer company executive also announced that radio was being given a "lions share" of Canadian Ace's projected $1,000,000 advertising campaign for 1947-48. In addition to the CBS co-op show, Canadian Ace also sponsors telecasts of sports events on WBKB Chicago and airs news and sports on WENR and WIND, and a daily half hour recorded session on WBBM. Company also uses spots in approximately 40 markets.

Company's promotion, such as dealer helps, car cards and newspaper lineage, will all feature Canadian Ace's sponsorship of *Joan Davis Show*.

Three more sponsors for the Joan Davis co-operative show have been announced by CBS. The show has been sold locally by WCOV Montgomery, Ala., KERN Bakersfield, Calif., and WDNC Durham, N. C. These are in addition to the Joan Davis sponsors announced previously by CBS.

### CKWX Survey

SURVEY to determine best method of promotion of sponsored programs has been conducted by CKWX Vancouver, B. C. Survey was made among Canadian agency timebuyers, media directors and account executives, and showed radio announcements and newspaper advertisements almost unanimously chosen as most highly valued type of radio station promotion for advertisers' programs. Primary purpose of survey was to provide agency-approved media pattern for station's copyrighted Promotion Yardstick, which blueprints promotion campaigns for individual CKWX advertisers.



GUARANTEE YOUR LOCAL TIME

*Regardless of Network Offering*

● It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.

The ART MOSBY STATIONS

CBS KGVO
5 KW DAY • 1 KW NITE
MISSOULA

KANA • KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW (DEC. 1, 1947)

MONTANA

# "UNARMED HEROES CANNOT WIN THE BATTLE AGAINST FIRE"

Dwight D. Eisenhower

**"Citizen, community and nation must join to help defeat the menace of fire . . . it is a mighty effort involving all our citizens, requiring the expenditure of immense sums of money and covering every area of our social and economic life . . . fire, all men realize, must be controlled if the economic structure we have built is to be free from the threat of recurrent destruction."**

**DWIGHT D. EISENHOWER**

WE FACE AN ENEMY, as real, as powerful and as destructive as our enemy in World War II. It threatens the lives of our people. It must be dealt with —as we dealt with war.

What of the army of firemen who are called to action more than a million times a year? What if they could be trained and schooled and equipped with the thoroughness of an armed force in war?

Isn't it time for you, the American community, to face the fact that heroism can never win this war against fire?

Consider these appalling facts: 1. Much fire-fighting equipment is dangerously out of date. 2. Inspection for fire hazards is unknown in countless communities. 3. Out of 800,000 firemen, only 30,000 are enrolled in systematic class instruction, outside of large city departments.

Where does the responsibility for corrective action lie? First—with state and local officials charged with the big-scale job of fire safety. Second—with every individual whose life and property are under constant threat of danger.

The President of the United States has officially recognized the need for action. He has marshalled the nation's fire experts in an all-out war on this menace to national safety. It is a battle that will only be won as you demand and enforce local action.

**TAKE THIS ACTION NOW!** Interested public officials and citizens are invited to write for a copy of "The Report on Fire Fighting Services." Address: The President's Conference on Fire Prevention, Washington, D.C.

★ ★ ★

*This statement is one of a series published by the member companies of The National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.*

> "IT IS THE clear responsibility of every state and local official, and every citizen, to aggressively support this national war against the growing menace of fire."
>
> Harry Truman

SPEARHEADING THE PROGRESS OF FM
WASHington D.C.
RADIO'S BEST BUY IN THE NATION'S CAPITAL
WASH FM
EVERETT L. DILLARD GEN. MGR.
1319 F STREET, NW

## FMA SEEKS REVISION IN AREA 2 STANDARDS

REVISION of FCC engineering standards covering Class B FM stations in Area 2 (all U. S. except the Northeast) was urged last week by the FM Assn. Executive Committee at a meeting in Washington.

Mr. Jansky

C. M. Jansky, Jr., of the Jansky & Bailey engineering firm, was named FMA engineering counsel as well as chairman of a special FMA committee which will meet with the FCC to urge revision of the standards. Other committee members are Everett L. Dillard, WASH Washington, FMA president; Leonard H. Marks, FMA general counsel and Bill Bailey, executive director. The group will meet within the next fortnight.

Action on the FM standards was taken in accordance with a resolution adopted at the FMA national convention in New York Sept. 13. The resolution asks for protection to Class B FM licensees to the 50 microvolt per meter contour.

Attending the Executive Committee meeting besides Messrs. Dillard, Jansky, Marks and Bailey were Ben Strouse, WWDC-FM Washington, and Hudson Eldridge, WASH and Continental Network.

THOUSANDS LAUGH WITH

"The Jolly Judge"

Monday through Saturday, 9:05–10:00 a.m.

A NEW KIND OF PARTICIPATION PROGRAM

WGY Complete details from NBC Spot Sales or WGY

SCHENECTADY, N.Y.

GENERAL ELECTRIC

# TECHNICAL

**DON CLAY**, former engineer with U. S. Marine Corps for three years has joined KCMJ Palm Springs, as chief engineer, operating under direction of **DON McBAIN**, co-owner of station.

Mr. Holtz

**ROBERT F. HOLTZ**, formerly with RCA Victor, Camden, N. J., as engineer in charge of broadcast antennas and associated equipment design, has joined Paul Godley Co., Great Notch, N. J., consulting radio engineers. Mr. Holtz is well known in the industry, having been responsible for design of antenna and phasing equipment on many stations, including KGO Oakland, WJJD Chicago, WGBS Miami and WIBC Indianapolis.

**WALLACE M. MORTON**, former sales engineering representative of Graybar Electric Co., Chicago, has been appointed chief engineer of WBNB (FM) Beloit, Wis. **ART HENNING** and **RALPH VAN KEURAN** have joined station as operators.

**ROY FULLEN** has been named chief engineer of WDUK Durham, N. C. He was formerly assistant engineer of that station.

**WILBUR C. COMER**, formerly on transmitter staff of KSFO San Francisco, has been appointed chief engineer of KWRN and KWRN-FM Reno, Nev., now under construction.

**WILLIAM FOSS** has been named Washington, D. C. consulting engineer for KWSC Pullman, Wash.

**BOB MASCHING**, formerly with KTUC Tucson, Ariz., has joined KULA Honolulu, as control room operator.

**DAVE POMEROY** has joined technical staff of CKWX Vancouver, as program engineer.

Mr. Millard

**JAMES H. MILLARD**, former control engineer at WGBS Miami, has been appointed studio supervisor at WZIP Covington, Ky.

**PHIL UNDERWOOD**, technician and cameraman of W8XCT Cincinnati, Crosley experimental video station, and **BLANCHE SPENCE**, secretary to the vice president in charge of engineering for Crosley, have announced their marriage.

**RALPH J. ROBINSON**, chief engineer at WACE Chicopee, Mass., is the father of a boy, Ralph Dennis, born Oct. 18.

**PAUL MYHANDS**, formerly with WMAZ Macon, Ga., has joined engineering staff of WMJM Cordele, Ga.

## AUSTRALIA'S CODE

### Postmaster General Reviews Radio in That Country

AUSTRALIAN commercial radio's operation under a code of standards is reviewed in a recent issue of the *Brisbane Courier Mail*, which quoted the Postmaster General as saying that "practically the only letters of protest he receives now are from people who do not like the broadcasting of religious views other than their own."

"Australian radio is 'cleaner' today than it has ever been in its brief history of 24 years," the paper asserted.

Besides banning obscenity, sacrilegious expressions, and "anything of doubtful propriety," the Australian broadcasters' code prohibits use of "matter of such a nature as would destroy or tend to destroy public confidence or create any feeling of insecurity in the community," or "any statement that comments upon, ridicules, or incorporates the name of a member of the Royal Family, or any Australian overseas personality in a derogatory manner, or in relation to advertising."

Sound effects which might startle listeners are banned from commercial copy. Advertisements that concern public health must first be approved by the Director-General of Health. Use of slang and incorrect English in children's programs is "discouraged."

A Programme Standards Committee has been formed to pass finally on the propriety of any proposed program matter which leaves questions of "good taste" in the minds of station officials.

Australia's Postmaster General sees "no immediate prospects" of FM being introduced into that country. The Postal Dept., however, has set up an experimental FM station in Melbourne and it is expected that this station will be used to transmit sections of the program from the Australian Broadcasting Commission.

## New RCA Sets

RCA Victor last week announced three new video receivers, bringing its line to a total of eight models. One is a 19-tube set, model 721TS, at a suggested price of $325. The others are television - FM - AM - shortwave - phonograph combination, Models 730TV1 and 730TV2, at suggested retail prices of $595 and $675 respectively, both with 27 tubes and three rectifiers. The new RCA Victor sets are expected to be available at authorized dealers by Nov. 3.

WITH station representatives from all parts of southern California area attending, third annual stag "whingding" and golf tournament of Southern California Broadcasters Assn. is to be held at Brentwood (Calif.) Country Club on Nov. 7. Herbert Wixson, assistant general manager in charge of sales for KMPC Hollywood, is golf committee chairman. Haan Tyler, KFI Los Angeles commercial manager, is prize committee chairman for both golf and dinner.

# We were really in a jam on our Anniversary!

25

YEARS OF

SERVICE

1922–1947

We knew WOAI had lots of friends but even we didn't realize how many until we announced our 25th Anniversary stage show.

Within less than three days after our initial announcement we had requests for more than the 5500 useable seats in San Antonio's Municipal Auditorium.

And they kept coming. Our mail was jammed, our telephones were jammed and the auditorium was jammed. Right up to curtain time we were rushed by last minute hopefuls on the telephone.

From cities such as Dallas*—280 miles away—people were asking for seats.

We could have more than filled the auditorium all over again without further announcements.

Here is tangible proof of WOAI's pulling power. Your Petry man can give you lots more information about WOAI's huge, rich territory and loyal listeners.

*Dallas is not included in the coverage area claimed by WOAI.

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

NBC · TQN

# WOAI *San Antonio*

## 50,000 WATTS *Clear* CHANNEL

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

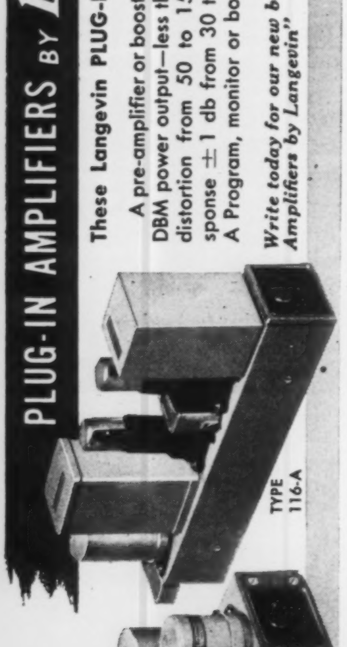
PLUG-IN AMPLIFIERS BY Langevin

These Langevin PLUG-IN units are all the amplifiers you need for complete studio audio facilities!

A pre-amplifier or booster, Type 116-A with PLUS 18 DBM power output—less than .5% total RMS harmonic distortion from 50 to 15,000 cycles—frequency response ±1 db from 30 to 15,000 cycles.

A Program, monitor or booster amplifier, Type 117-A, with PLUS 30 DBM power output—less than .5% total distortion from 50 to 15,000 cycles (For monitor purposes at +39 DBM power output—less than 1% distortion from 50 to 10,000 cycles)—Frequency response ±1 db from 30 to 15,000 cycles.

*Write today for our new booklet "PLUG-IN Amplifiers by Langevin"*



*The Langevin Company*
INCORPORATED
NEW YORK, 41 W. 65 St., 23 • SAN FRANCISCO, 1050 Howard St., 3 • LOS ANGELES, 1000 N Seward St., 38

# ACTIONS OF THE FCC

## OCTOBER 17 TO OCTOBER 23

**CP-construction permit**
**DA-directional antenna**
**ERP-effective radiated power**
**ST-studio-transmitter**
**synch. amp.-synchronous amplifier**
**ant.-antenna**
**D-day**
**N-night**
**aur-aural**
**vis-visual**
**cond.-conditional**
**LS-local sunset**
**mod.-modification**
**trans.-transmitter**
**unl.-unlimited hours**

## October 20 Decisions . . .

### DOCKET CASE ACTIONS

### AM—1450 kc

Announced final decision granting application of Coast Ventura Co. for new station Ventura, Calif., 1450 kc 250 w unl., and denying mutually exclusive application of Ventura Bcstrs. Inc.

### BY THE SECRETARY

**The A. S. Abell Co., area, Baltimore, Md.**—Granted license for new experimental television relay broadcasting station.

**KBOO Hillsboro, Tex.**—Granted mod. CP for approval of ant. and trans. location, and to specify studio location.

**The A. S. Abell Co., area, Baltimore, Md.**—Granted CP new experimental television relay station.

**KCPN Forth Worth, Tex.**—Granted mod. CP for extension of completion date for 6 months from 10-3-47.

**WBEN-TV Buffalo, N. Y.**—Granted mod. CP to change equipment and power in commercial television station.

**WBT Charlotte, N. C.**—Granted mod. CP for extension of completion date to 5-4-48.

**WTHS Miami, Fla.**—Same to 4-14-48.

**KCRW Santa Monica, Calif.**—Same to 11-1-47.

**WCLC Clarksville, Tenn.**—Same to 1-14-48.

**KOWB Laramie, Wyo.**—Granted mod. CP to make changes in trans. and for approval of ant. and studio locations.

**WWNF Fayetteville, N. C.**—Granted mod. CP to change type trans., and for approval of ant. and trans. location.

**WSTS Southern Pines, N. C.**—Granted license for new station 990 kc 250 w D.

**WTOM Bloomington, Ind.**—Granted license for new station 1490 kc 100 w unl. and for change of studio location.

**WHBC-FM Canton, Ohio**—Granted mod. CP for extension of completion date to 2-7-48.

**WFNS-FM Burlington, N. C.**—Same to 2-10-48.

**WTHI-FM Terre Haute, Ind.**—Same to 2-5-48.

**WCMD Cambridge, Md.**—Granted mod. CP for approval of ant., trans. and studio location.

**WJAC-TV Johnstown, Pa.**—Granted mod. CP for change trans. location, power, etc., and for extension of completion date to 4-30-48.

**Catalina Bcstg. Co., area of Tucson, Ariz.**—Granted CP new remote pickup station.

**WCMI-FM Ashland, Ky.** — Granted mod. CP to change type trans.

**WEXT Milwaukee**—Granted mod. CP to change corporate name of permittee to WEXT Inc. and change type trans.

**KGAR Garden City, Kan.**—Granted mod. CP to change type trans. and to make changes in vertical ant.

**KRKL Kirkland, Wash.** — Granted mod. CP for approval of ant. and trans. location and to change studio location.

**KVRS Rock Springs, Wyo.**—Granted mod. CP to change type trans.

**KLIK San Diego, Calif.**—Granted mod. CP for extension of completion date to 1-7-48.

**WAYB Waynesboro, Va.** — Granted mod. CP for approval of ant. and trans. location.

**WVLN Olney, Ill.**—Same.

**KVLH Pauls Valley, Okla.**—Same, also studio location.

**WTRF Bellaire, Ohio**—Granted mod. CP to make changes in ant.

**WGYN New York**—Same.

**WGBR-FM Goldsboro, N. C.**—Granted mod. CP to change type trans.

**WJTN-FM Jamestown, N. Y.**—Granted mod. CP for extension of completion date to 12-16-47.

**WLAV-FM Grand Rapids, Mich.**—Same to 1-12-48.

**WFAS White Plains, N. Y.**—Same to 10-20-47.

**WHB-FM Kansas City**—Granted extension of completion date to 12-13-47.

**KDNT-FM Denton, Tex.**—Same to 12-16-47.

**WQAM-FM Miami, Fla.**—Same to 2-16-48.

**WSAV-FM Savannah, Ga.**—Same to 3-1-48.

**KCRK Cedar Rapids, Iowa**—Same to 2-18-48.

**WMAL-FM Washington, D. C.**—Same to 2-5-48.

### BY THE COMMISSION

**Keystone, York and Reading Bcstg. Corps.**—Denied petition for review by Commission en banc and oral argument on board's action Sept. 4, 1947, denying prior petition for removal from hearing and grant of three applications for Class B FM stations at Harrisburg, York and Reading, Pa. (Comrs. Jett and Webster voting to grant petition).

## October 20 Applications . . .

### ACCEPTED FOR FILING

### License for CP

**KVRC Arkadelphia, Ark.**—License to cover CP, as mod., which authorized new standard station and change studio location, and authority to determine operating power by direct measurement of ant. power.

### Modification of CP

**KWHN Fort Smith, Ark.**—Mod. CP, as mod., which authorized new standard station for extension of completion date.

### License for CP

**WELI New Haven, Conn.**—License to cover CP, as mod., which authorized increase power and changes in DA-N, and authority to determine operating power by direct measurement of ant. power.

### AM—1410 kc

**William Courtney Evans, Dover, Del.**—CP new standard station 1490 kc 100 w unl. AMENDED to change frequency from 1490 to 1410 kc, 100 w to 1 kw D; hours from unl. to D and change type trans.

### AM—1440 kc

**Brunswick Bcstg. Corp., Brunswick, Ga.**—CP new standard station 1440 kc 1 kw DA-N unl.

### License for CP

**WGBA Columbus, Ga.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WBYS Canton, Ill.**—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

### Modification of CP

**WMBD Peoria, Ill.**—Mod. CP which authorized install DA-N and increase power, to install new trans., make changes in DA and mount FM ant. on No. 4 tower, change trans. location and change studio location. AMENDED re changes in DA.

**KWWL Waterloo, Iowa**—Mod. CP which authorized new standard station, to change from 1320 kc to 1330 kc, change hours from D to unl. and increase 1 kw to 5 kw, change type trans., install DA-DN and to specify studio location.

### AM—1240 kc

**KAKE Wichita, Kan.**—CP change frequency from 1490 to 1240 kc. Contingent upon grant of KANS for change in facilities.

### License for CP

**KMLB Monroe, La.**—License to cover CP which authorized changes in DA-N, and authority to determine operating power by direct measurement of ant. power

**WHRV Ann Arbor, Mich.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

### AM—1440 kc

**WBCM Bay City, Mich.**—CP install new vertical ant. and change trans. location.

### License for CP

**WBBC Flint, Mich.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WHLB Virginia, Minn.**—License to cover CP which authorized changes in trans.

**KOBE Las Cruces, N. M.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WTNC Thomasville, N. C.**—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

### AM—1340 kc

**The Mount Vernon Bcstg. Co., Mount Vernon, Ohio**—CP new standard station 1340 kc 250 w unl. AMENDED re change in directors.

### License for CP

**KRHD Duncan, Okla.** — License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

**KYJC Medford, Ore.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

### Modification of CP

**WBSC Bennettsville, S. C.**—Mod. CP which authorized new standard station to change studio location. Also license to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

### License for CP

**WETB Johnson City, Tenn.**—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

**WKGN Knoxville, Tenn.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**KSTB Breckenridge, Tenn.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WWSR St. Albans, Vt.**—License to cover CP, as mod., which authorized installation new trans. and authority to determine operating power by direct measurement of ant. power.

### AM—800 kc

**WHTN Huntington, W. Va.**—Authority to determine operating power by direct measurement of ant. power.

### Modification of CP

**WOC-FM Davenport, Iowa**—Mod. CP which authorized new FM station, for extension of completion date.

### License for CP

**WBOX Louisville, Ky.**—License to cover CP, as mod., which authorized new FM station.

**WGNC-FM Gastonia, N. C.**—Same.

### Modification of CP

**WESB-FM Bradford, Pa.**—Mod. CP, as mod. which authorized new FM station for extension of completion date.

**WWOD-FM Lynchburg, Va.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

### Assignment of License

**WJYK Findlay, Ohio**—Involuntary assignment of license to Helen F. Hover administratrix of estate of Fred R Hover, deceased.

### TV—186-192 mc

**Boston Metropolitan Television Co., Boston**—CP new commercial television station on Channel 9, 186-192 mc, ERP vis 31 kw, aur 16.4 kw unl.

### TV—210-216 mc

**New England Theatres Inc., Medford, Mass.**—CP new commercial television station on Channel 4, 66-72 mc, power aur: 2.5 kw vis 5 kw (peak) and unl. AMENDED to request change of frequency from Channel 4, (66-72 mc) to Channel 13 (210-216 mc).

### Modification of CP

**WBEZ Chicago**—Mod. CP which authorized new non-commercial educational FM station for extension of completion date.

**WJUN Philadelphia**—Same.

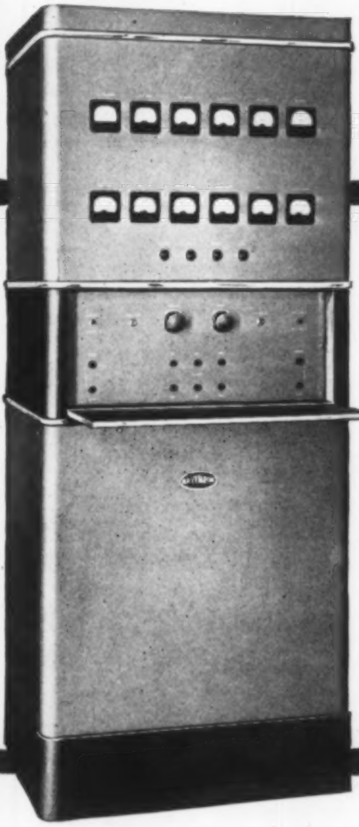
### License for CP

**WVOK Birmingham, Ala.**—License to cover CP, as mod., which authorized

*(Continued on page 72)*

# More and More 250 Watt Stations

## *are being powered by Raytheon*

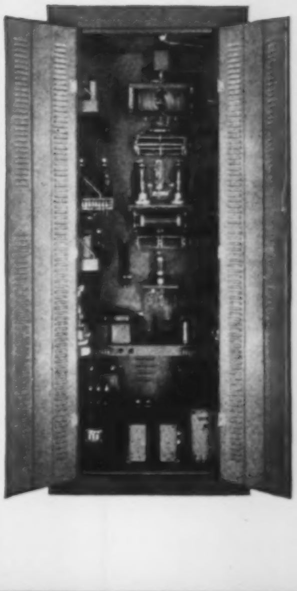


**Here's the AM Transmitter that small-station owners are turning to... for its dependable, simpler circuits... its advanced design ...its modern, "dress-up" beauty!**

### HERE'S WHAT THE SMALL STATION NEEDS!

**...Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.**

1. **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.
2. **Increased Operating Efficiency**—The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.
3. **Greater Dependability**—Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.
4. **Simple, Speedy and Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.
5. **No Buffer Stage Tuning**—The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.
6. **Silent Operation**—Natural air cooling means no blower noise, permits microphones in same room with transmitter.
7. **Low Audio Distortion**—Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.
8. **Easy Servicing**—Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.
9. **Easily Meets All F.C.C. Requirements**—All electrical characteristics are well within the F.C.C. requirements. Noise level is −60 db below 100% modulation. Frequency response ±1 db from 30 to 10,000 cycles per second.



ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty . . . beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance . . . its silent operation . . . and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess *all* the facts. Write or wire for our specification bulletin.

**RAYTHEON**

*Excellence in Electronics*

**RAYTHEON MANUFACTURING COMPANY**

*Commercial Products Division* • **WALTHAM 54, MASSACHUSETTS**

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories
Sales Offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

**DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY**

RCA
TUBES

THE STANDARD
OF COMPARISON
IN BROADCASTING

RCA Television Tubes

**RCA** television tube achievements make modern electronic television practical. Look to this continued leadership to bring you the finest and most advanced tubes that money can buy . . . like the RCA-2P23 Image Orthicon for outdoor operations . . . or the RCA-8D21 Twin Power Tetrode for television transmitters.

**For every application.** Whether it's program pick-up, transmitter, or monitor service, there's an RCA television tube to meet your needs . . . Kinescopes, Iconoscopes, Orthicons, Monoscopes, Transmitting Tubes.

**For more information** on RCA tubes for all television broadcast services, write RCA, Sales Division, Section P-36J2, Harrison, New Jersey.

*The Fountainhead of Modern Tube Development is RCA*

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N.J.

## FCC Actions

*(Continued from page 70)*

### Applications Cont.:

new standard station and authority to determine operating power by direct measurement of ant. power.

AM—910 kc

**KLX Oakland, Calif.**—CP increase 1 kw to 5 kw, install new trans. and DA-DN (DA-1) and change trans. and studio locations. AMENDED to change DA, make changes in trans. equipment and ground system and change trans. location.

Modification of License

**KOCS Ontario, Calif.**—Mod. license to change name of licensee from Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Mrs. Annie M. Potter and Walter Axley, partnership d/b as The Daily Report to Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Mrs. Annie M. Potter and Walter Axley, partnership d/b as The Daily Report Co.

License for CP

**KSCO Santa Cruz, Calif.**—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WLAD Danbury, Conn.**—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1340 kc

**WNHC New Haven, Conn.**—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

**KID Idaho Falls, Ida.**—Mod. CP, as mod., which authorized install new trans. for extension of completion date.

AM—1460 kc

**WHFC Cicero, Ill.**—CP change frequency from 1450 to 1460 kc, increase 250 w to 5 kw, install new trans. and DA-DN and change trans. location.

Modification of CP

**WKJG Fort Wayne, Ind.**—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

License for CP

**KVGB Great Bend, Kan.**—License to cover CP, as mod., which authorize change frequency, increase power, install new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

**KBRL McCook, Neb.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Assignment of License

**KILO Grand Forks, N. D.**—Voluntary assignment of license from Dalton Le Masurier to Grand Forks Herald Inc.

AM—740 kc

**West Central Bcstg. Co., Tulsa, Okla.**—CP new standard station 740 kc 25 kw-N 50 kw-D (DA-2) unl. AMENDED to change name of applicant from West Central Bcstg. Co. to All-Oklahoma Bcstg. Co.

AM—1280 kc

**KUGN Eugene, Ore.**—CP change 1400 kc to 1280 kc, increase 250 w to 500 w-N, 1 kw-D, install new trans. and DA-N.

AM—1450 kc

**Hanover Bcstg. Co., Hanover, Pa.**—CP new standard station 1450 kc 100 w unl. AMENDED to change name of applicant from Francis J. Matrangola and Helen G. Wherley, partnership d/b as Hanover Bcstg. Co. to Hanover Bcstg. Co. Inc.; change 100 w to 250 w; make changes in ground system and change trans. location.

Modification of CP

**WMAC Pottstown, Pa.**—Mod. CP which authorized new standard station, to change frequency from 1370 to 1420 kc, change hours from D to unl. with 1 kw-DN, change type trans., install DA-N and for approval of ant. and trans. location.

License for CP

**WPAB Ponce, P. R.**—License to cover CP which authorized increase power and install new trans. and authority to determine operating power by direct measurement of ant. power.

**KSIX Corpus Christi, Tex.**—License to cover CP, as mod., which authorized new standard station and change studio location and authority to determine operating power by direct measurement of ant. power.

AM—1220 kc

**Burton V. Hammond Jr. Denison, Tex.**—CP new standard station 1220 kc 1 kw D. AMENDED to change name of applicant from Burton V. Hammond Jr. to Grayson Bcstg. Corp.

License for Aux.

**WCHV Charlottesville, Va.**—License to use old main trans. (present location of main trans.) for aux. with 250 w.

License for CP

**KOCS-FM Ontario, Calif.**—License to cover CP which authorized new FM station. AMENDED to change name to The Daily Report Co., partnership consisting of Mrs. Jerene Appleby Harnish, Walter Axley, Mrs. Annie M. Potter and Carlton R. Appleby.

**WSTC-FM Stamford, Conn.**—License to cover CP, as mod., which authorized new FM station.

Modification of CP

**WENR-FM Chicago**—Mod. CP which authorized new FM station to change ERP to 57.6 kw; ant. height above average terrain to 589 ft. and make changes in ant. system.

**WKJG-FM Fort Wayne, Ind.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**KXYZ-FM Houston, Tex.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**WABD New York**—Mod. CP, as mod., which authorized install new aur and vis trans. and new ant., to make trans. changes.

License for CP

**The Journal Co., Milwaukee**—License to cover CP which authorized new experimental television relay station W9XMK.

Modification of CP

**United Bcstg. Co., Cleveland**—Mod. CPs, as mod., which authorized new remote pickup station WHKI WHKT for extension of completion date.

DELETION

AM—780 kc

**WJME Birmingham, Ala.**—CP new standard station 780 kc 1 kw D. Deleted Oct. 15.

TENDERED FOR FILING

Assignment of CP

**KOWL Santa Monica, Calif.**—Consent to assignment of CP to KOWL Inc.

AM—1450 kc

**KFLW Klamath Falls, Ore.**—CP change frequency from 1450 to 1240 kc and make changes in vertical ant. to support FM ant. array (contingent on KFJI change to 1150 kc).

**Rockbridge Bcstg. Corp., Lexington, Va.**—CP new standard station 1450 kc 250 w unl.

AM—1290 kc

**WLEE Richmond, Va.**—CP change frequency from 1450 to 1290 kc, 250 w to 5 kw, install DA-DN, new trans. and change trans. location, except when WBBL operates.

AM—990 kc

**Evans Radio Co., Stevens Point, Wis.**—CP new standard station 990 kc 250 w D.

Modification of CP

**KGO San Francisco**—Mod. CP to make changes in DA and change type trans. using 50 kw unl. and DA-DN on 810 kc.

AM—1150 kc

**Marion Bcstg. Co., Marion, Ill.**—CP new standard station 1150 kc 250 w D.

AM—1310 kc

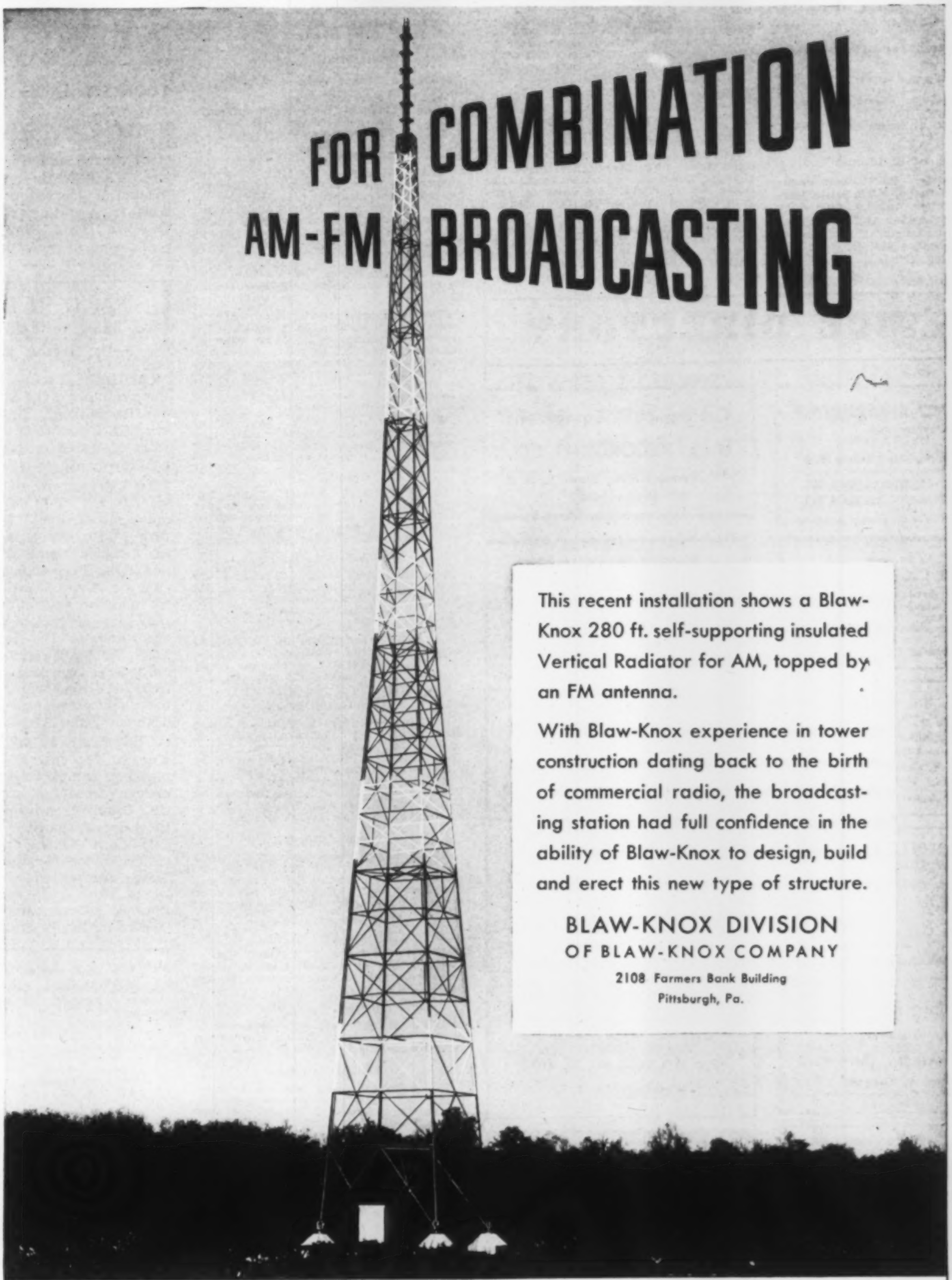
**WGAT Utica, N. Y.**—CP change 1100 kc to 1310 kc, 250 w to 500 w-N 1 kw-D, hours from D to unl. and install DA-

*(Continued on page 74)*

## Where's the Fire?

THE HURRICANE which ripped through Florida last month is over but stories of humorous incidents which occurred in connection with it continue to breeze in. In Miami, the WQAM special events department was returning in a mobile unit from an inspection trip along the East Coast when it spotted a fire truck enroute to a call. Hoping for a possible remote pickup, the boys set out after the truck, following it wildly around downtown Miami and finally ending up in front of the Pacific Bldg. In they rushed and followed the firemen up to the 15th floor, only to find that the blaze they had chased down was a small curtain fire in Studio A of their own station, WQAM.

**WORLD SERIES VIDEO** plans were made by these in charge of the telecasts, including (clockwise, starting at top center) Robert F. Jamieson, assistant manager, WABD New York, coordinator of the series telecasts; H. B. Swope Jr., field director handling the WCBS-TV New York originated programs; Bill Slater, WABD sports announcer; Ed Wilhelm, in charge of Gillette-sponsored sports programs for Maxon Inc.; Howard Riley, television director, J. Walter Thompson Co. handling Ford telecasts; Bill Garden (back of head), WNBT New York field director handling the pickups made by that station; Preston Pumphrey, radio director, Maxon Inc.; Lynn Cleary, traffic manager, WABD; Bob Bendick, WCBS-TV director of news and special events; Jack Murphy, WABD field director in charge of that station's series pickups.



FOR COMBINATION AM-FM BROADCASTING

This recent installation shows a Blaw-Knox 280 ft. self-supporting insulated Vertical Radiator for AM, topped by an FM antenna.

With Blaw-Knox experience in tower construction dating back to the birth of commercial radio, the broadcasting station had full confidence in the ability of Blaw-Knox to design, build and erect this new type of structure.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2108 Farmers Bank Building
Pittsburgh, Pa.

**BLAW-KNOX ANTENNA TOWERS**

## FCC Actions

(*Continued from page 72*)

### Applications Cont.:

N, install new trans. and change trans. location.

Modification of CP

**WMAC Pottstown, Pa.**—Mod. CP to change frequency from 1370 to 1420 kc, hours from D to unl. and install DA-N using 1 kw.

Assignment of License

**KHJ Los Angeles, KFRC San Francisco, KGB San Diego, KDB Santa Barbara, KHJ-FM Los Angeles and relay and TV in Los Angeles and San Francisco**—Consent to assignment of license and CPs to Don Lee Holding Co. d/b as Don Lee Bcstg. System.

### October 21 Decisions . . .

BY COMMISSION EN BANC

AM—1310 kc

**Griffith Bcstg. Co., Parsons, Kan.**—Adopted memorandum opinion and order dismissing without prejudice on Commission's own motion application for new station 1310 kc 1 kw unl. DA.

### October 21 Applications . . .

ACCEPTED FOR FILING

Modification of CP

**KVVC Ventura, Calif.**—Mod. CP which authorized new standard station to change name of permittee from Ojai Bcstg. Co. to KVVC The Voice of Ventura County, and to specify studio location.

**KADP Pueblo, Col.**—Mod. CP which authorized new standard station to change trans. and studio locations. AMENDED re changes in ant.

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**Lincoln Operating Co. as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.**—Mod. CP which authorized new standard station to change trans. location. AMENDED to change type trans.

**WCNH Quincy, Fla.**—Mod. CP which authorized new standard station for approval of ant. and trans. location and to change studio location.

AM—Aux.

**WLAW Lawrence, Mass.**—CP install old main trans. at present site of main trans. to be operated on 680 kc with 5 kw for aux. purposes only.

Modification of CP

**WROW Albany, N. Y.**—Mod. CP which authorized new standard station to change type trans. Also license to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

**WJOC Jamestown, N. Y.**—Mod. CP, as mod., which authorized new standard station to change type trans.

**WVOS Liberty, N. Y.**—Mod. CP, as mod., which authorized new standard station to change type trans. Also license to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

**WHAM Rochester, N. Y.**—Mod. CP, as mod., which authorized install new trans. and change trans. location, for extension of completion date.

AM—1310 kc

**WGAT Utica, N. Y.**—CP change frequency from 1100 to 1310 kc, change hours from D to unl., increase 250 w to 500 w-N, 1 kw-D, install new trans. and DA-N, and change trans. location.

AM—1300 kc

**Cleveland Bcstg. Inc., Cleveland**—CP new standard station 1300 kc 5 kw DA unl. AMENDED to change trans. location, make changes in DA (DA-1) and change in corporate structure.

**Scripps-Howard Radio Inc., Cleveland**—CP new standard station 1300 kc 5 kw DA unl. AMENDED to change trans. location and make changes in DA (DA-1).

Modification of CP

**KWRO Coquille, Ore.**—Mod. CP which authorized new standard station to change type trans. for approval of ant., trans. and studio locations and to change name of permittee from William E. Walsh and Walter L. Read, partnership d/b as KOKE Bcstrs. to William E. Walsh and Walter L. Read, partnership d/b as KWRO Bcstrs.

License for CP

**KUGN Eugene, Ore.**—License to cover CP which authorized changes in vertical ant. and mount FM ant. on top AM tower and authority to determine operating power by direct measurement of ant. power.

Modification of CP

**WEMB San Juan, P. R.**—Mod. CP, as mod., which authorized new standard station to make changes in vertical ant. and change trans. location.

License for CP

**WCFC Beckley, W. Va.**—License to cover CP, as mod., which authorized new FM station.

TV—204-210 mc

**The Fairfield Bcstg. Co., Waterbury, Conn.**—CP new commercial television station on Channel 12, 204-210 mc, ERP vis and aur 27 kw unl.

TENDERED FOR FILING

Modification of License

**KRLN Canon City, Col.**—Mod. license change hours from D to specified hours 7 a.m. to 7 p.m. local standard time.

AM—1190 kc

**Cuachita Bcstg. Co., West Monroe, La.**—CP new standard station 1190 kc 250 w D.

AM—950 kc

**Boone County Bcstg. Co. Inc., Columbia, Mo.**—CP new standard station 950 kc 1 kw unl. DA.

AM—1230 kc

**Radio Central-Partnership of Charles F. Smith and Donald F. Ellis, Moberly, Mo.**—CP new standard station 1230 kc 250 w unl.

**LOCATED** in mountainous terrain virtually inaccessible during the winter months, new transmitter station of WDOS-FM Oneonta, N. Y., provides living quarters for two. The 300-ft. tower in background is located on a hill with 2,200-ft. elevation. Owned by the *Oneonta Daily Star*, the station expects to take the air soon.

### RADIO IN EUROPE
### No Effort to Relax Listeners, Dr. Bryson Reports

"RADIO in Europe today is not entertainment, its a form of serious journalism," Dr. Lyman Bryson, CBS counselor on public affairs, declared on his return from a three-month tour of Europe.

Dr. Bryson, who acted as adviser to UNESCO on education and mass media, noted that the radio fare in Europe today consists of good music, some fair news, but no laughs. Programs are all solemn, said Dr. Bryson, with no attempt to relax or amuse the listener. A real force in Europe's radio today, according to Dr. Bryson, is the U. S. Armed Forces network. The only place where Dr. Bryson noticed a strong commercial movement and a trend away from government radio was in Italy.

The fact that UNESCO has been able to concentrate only on elementary things thus far is not a matter of concern, according to the CBS counselor, who points out that the organization has been working only eight months and has accomplished much for that short time. The international organization would like to do more, said Dr. Bryson, but is hampered now by lack of authority and power.

Modification of CP

**WMAK Nashville, Tenn.**—Mod. CP to change proposed trans. location and change from DA-N to DA-DN.

APPLICATION RETURNED

FM—92.7 mc

**Waukegan Bcstg. Corp., Waukegan, Ill.**—CP new FM station (Class A) on Channel 224, 92.7 mc, ERP 1 kw and ant. height above average terrain 250 ft. RETURNED 10-20-47.

SSA—1130 kc

**WCAR Pontiac, Mich.**—Special service authorization to operate from 7 a.m. EST to local sunrise, with 250 w for the period beginning 11-1-47 and ending in no event later than 2-28-48. RETURNED 10-21-47.

APPLICATIONS DISMISSED

AM—1230 kc

**KOTN Pine Bluff, Ark.**—CP change 1490 kc to 1230 kc, make changes in trans. equipment. Contingent upon KGHI being assigned 1250 kc. DISMISSED Oct. 10, request of applicant.

Transfer of Control

**WOV New York**—Voluntary transfer of control of licensee corporation from Arde Bulova to Harry D. Henshel. (60 sh. common stock—Class B-60%). DISMISSED 10-9-47, request of attorney.

(*Continued on page 85*)

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*Say's, "If you's goin' after Chris'mas sales you better be gittin'"*

143 orders for "Uncle Remus," the brand new Christmas merchandising package of 20 quarter-hour shows have been received.

Rexall bought Los Angeles, Boston and San Francisco. Local stores for Montgomery Ward, Western Auto, Firestone and many others are included in the 143 alert merchandisers who are utilizing this special radio **tool** for building Christmas sales.

ARE YOU MISSING THE BOAT?

Cost per program based on metropolitan population area:

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# PROMOTION

**CLAIRE R. HIMMEL**, formerly a research analyst for MacFadden Publications Inc., has joined WGAC Augusta, Ga. as director of research and promotion.

**FRED HAMLIN**, recently appointed public relations director of video station KTLA Hollywood, has resigned.

**AL BOND**, farm service director of KIRO Seattle, has assumed additional responsibility of promotion director.

**MARICA LEGERE**, former publicity director of KHJ Hollywood, has joined CBS program promotion department as a copywriter. She fills post vacated by **SAM ABELOW**, who was named assistant to **ROBERT HELLER**, chief of the CBS documentary unit [BROADCASTING, Oct. 6].

**ARNOLD SNIDER**, formerly with the business office of WLW Cincinnati, has been transferred to merchandising division of that station on special assignment.

**LEE FONDREN**, promotion manager of KLZ Denver, has been named head of radio department at Colorado Woman's College **LEWIS THOMAS** has returned to KLZ to handle publicity for the "Farm Reporter" show.

**CAROL MORRIS** has joined promotion and publicity staff of KWSC Pullman, Wash.

---

### Spud Contest

POTATO DIGGERS in New York State are "radio-activity" minded this fall, according to WHAM Rochester. Tom Murray, WHAM farm director, is conducting a "Big Potato Contest" which offers a total of $100 for champion jumbo potato growers. Interest runs high, station reports, and Jake Brofee, agriculture director for Maine Broadcasting System, has sent Mr. Murray a fiery telegram accepting the challenge to defend the honor of Maine as the potato growing area. Steuben County, big potato area of southern New York State, has issued a poster-mailing piece urging growers to win the contest for "the glory that is Steuben." Final judging will take place at winter meeting of Empire State Potato Club to be held in Syracuse in January.

### Sponsors' Certificates

ATTRACTIVE certificates are issued to its sponsors by WSWN Belle Glade, Fla., thanking them for support of the station. Printed in blue ink, certificates bear Seminole Broadcasting Co. printed across the top and state that this certifies the sponsor "to be an original advertiser on and supporter of" WSWN. Each certificate is signed by Tom Watson Jr., president of the broadcasting company, and each bears a gold seal of the station.

### WJEL Radio Week

IN CONJUNCTION with National Radio Week, WJEL and WJEM (FM) Springfield, Ohio, are conducting a "Radio in Education" week, Oct. 26-Nov. 1. Sunday (Oct. 26) was designated as Wittenberg College Day, when members of the radio class and faculty were scheduled to run various departments of the station and present several sustaining programs. Wednesday, National FM Day, will be devoted to special promotion of programs on WJEM, Springfield's only FM station. Saturday has been set aside as Public School Day, when the stations will be staffed by faculty members of Springfield schools. WJEL and WJEM are also holding "open house" this week.

### Radio Shopping

PICTURE of a package tagged "1% of the French Listening Audience" and bearing three price marks is featured on latest mailing piece of CKVL Verdun, Que. Copy states that an article in one store with three price tags would be just cause for surprise, yet three different stores sell the same articles at different prices, therefore, one must learn to shop for values. Price tags on the pictured package represent different rates of stations in the area, with CKVL as lowest rate. Statement that CKVL's rates must increase soon urges advertisers to contact station immediately for present low-cost availabilities.

### Haiti Data

BROCHURE on the export market of Haiti has been distributed by Pan American Broadcasting Co., New York, which represents HHGM Port-au-Prince, Haiti. Folder, produced in two colors, gives market and media information and rates for the station.

### WHBQ Audience Report

STATEMENTS praising WHBQ Memphis, from outstanding national advertising agencies are featured on cover of audience report recently released by that station. Mike character, named W. H. Beecue, appears in box centered on the cover and surrounded by the agency statements. Day and nighttime audience area charts are presented on inside pages, with breakdown of service offered on back cover. Report concludes with W. H. Beecue kneeling and saying, "Please, Mr. FCC, Hurry with 5 kw on 560."

### Rivals Cooperate

FAILING to receive support from local newspaper,WLAD Danbury, Conn., new AM station, received exceptional cooperation from WICC Bridgeport, Yankee Network station, in announcing the opening of WLAD on Oct. 5. WLAD placed numerous spot announcements on WICC Oct. 4 and 5, calling to the attention of the Danbury listeners that a new station was opening in their area. John Deme, president and general manager of WLAD, in his opening broadcast Oct. 5, publicly thanked WICC for its fine spirit of free competition, considering the fact that WICC serves Danbury with a good signal. Thanks also were extended to the Bridgeport Post newspaper, which gave WLAD excellent publicity.

### Fair Stunt

"GUESS Your Favorite WRBL-CBS Star, Win a Valuable Prize" was the sign that attracted crowds to the booth of WRBL Columbus, Ga., on the grounds of the Chattahoochee Valley Exposition. Front of booth was dressed up with glossies of CBS stars and in front of booth was a stand with mike and four buttons. Visitors were encouraged by two beautiful girls to press one of the buttons and after they heard one of the CBS 30-second "steals," were told to speak into the mike in ten-seconds alloted and give star's name. Correct answers brought prizes. Actual sections of CBS programs were recorded for the event. WRBL also furnished a "lost" service during the exposition, broadcasting for lost children and parents.

### WFIL Sports Clinics

FREE ICE SKATING clinic was held Oct. 16 by WFIL Philadelphia and its owner, Philadelphia Inquirer, for Philadelphia's junior and senior high school students who were admitted by tickets distributed through school system. Top-ranking skaters appearing at the Philadelphia Arena, scene of the clinic, in the Ice Capades, were instructors and students were given opportunity of skating with them. Station also is planning second clinic on basketball for Oct. 30. At that time, coaches, captains and other players on scholastic teams will hear nation's experts discuss the game and will be guest of the Inquirer and WFIL at an evening exhibition game between the Philadelphia Warriors, league champions, and Rochester Royals.

### RCA Video Folder

NEW SPINWHEEL folder has been distributed by RCA to retailers of its home instruments. Cover reads. . . "Missing Something? You'd Better Take a Look." Inside is a picture of an RCA television set, whose screen shows different types of video programs as the wheel is turned. Copy of the two-color folder stresses how much is missed by those not owning video sets.

### Inch That Counts

ILLUSTRATION of a one-inch rule is the highlight of a new mailing piece prepared by WBBM Chicago. Based on C. E. Hooper Reports, folder states that "two identical programs—starring the same actors in the same role on the same day for the same advertisers—have been broadcast for over a year in Chicago. There is only one difference between the two programs. They are separated by one inch on Chicago radio dials." Break down of the difference in results of the program on WBBM and "another Chicago station" is presented to prove that the inch is "worth 4,000,000 (listener) impressions."

### 'Big Idea'

PHOTOSTAT of the cover of the Oct.-Nov. issue of "Pageant" magazine and an enclosed article titled "What's the Big Idea Bat?" has been distributed to the trade by ABC Hollywood. Article, written by John Reddy, features John (Bat) Masterson, and reviews his work in originating "Breakfast at Sardi's," "Bride and Groom" and other ABC shows.

### COKEtail Party

EDITORS of local high school newspapers were guests of WTOP Washington, Oct 24 at a Press COKEtail Party to spotlight three things: WTOP-CBS, Columbia's "School of the Air," and singer, Jerry Carter. Youthful editors were conducted on a full tour of WTOP's downtown facilities, and witnessed the section of "Opinion Please," Friday segment of daily "School of the Air" series and a youth forum. After broadcast, the COKEtail party was held in studio one, with Jerry Carter entertaining and WTOP talent mixing with the crowd.

### Essay Contest

FIRE PREVENTION Week essay contest, sponsored by Norfolk (Va.) Fire Dept., was promoted by WTAR Norfolk. Contest was conducted in local schools, with two boy winners made Fire Chief and Deputy Fire Chief for a day. WTAR recorded interviews with the winners and presented a special show of the occasion.

### Job Well Done

REPRODUCTION of a letter of praise to KLX Oakland from W. C. Alexander Co., local advertiser, is featured on new promotion piece released by that station. Letter and mailing piece are headed, "KLX and Cactus Jack Have Done a Tremendous Job for Us!" Letter continues with praise of the Cactus Jack program, which the firm sponsors on KLX. Pictures of the sponsor and drawing of Cactus Jack also are shown.

### KCNA-Sponsor Announcement

ENVELOPE STUFFERS have been furnished by KCNA Tucson, Ariz., to White House Department Store, local sponsor of "Information Please" program. Announcement cards, giving beginning date (Nov. 28) and time of the program, have been distributed to each of the store's charge customers, numbering 2,900.

### WFIL Cards

JUMBO POSTCARDS have been released by WFIL Philadelphia, announcing its coming increase in power to 5000 w. Card features an angle-picture of a radio tower and states that this power increase will increase WFIL's coverage from 4½ to 7 million listeners—"at no increase in cost" to advertisers.

COURSE in radio acting for children from 6 to 16 is being offered on Saturdays by the Junior Dramatic Workshop, under the auspices of the Walt Whitman School in New York. Franz J. Engel, former ABC director, will conduct the classes.

THE MIGHTY LOUIS JORDAN ROLLS ON!
AND HIS TYMPANY FIVE, THAT IS.
FLASH
9-25=ATLANTA=7300 PAID
$8551.10 FOR LOUIS JORDAN DANCE
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## ADVERTISING DEADLINE

**NOV. 15 IF PROOF DESIRED**
**DEC. 1 FOR COMPLETE PLATE**

NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

## WRUN-FM Is Now Using Its Permanent Facilities

WRUN-FM Utica-Rome, N. Y., owned and operated by the Rome Sentinel Co., went on the air with its permanent facilities Oct. 10, broadcasting daily from 3 to 9 p.m. The station had been broadcasting with an interim power of 250 w from December 1946 to June of this year, when the operation was discontinued to speed construction of permanent facilities. Authorized radiated power is now 4,300 w.

The new FM station shares studios in both Utica and Rome with WRUN, 5-kw ABC affiliate due to go on the air later this year. Thomas E. Martin, formerly of WWNY Watertown, is stations manager. Other personnel of WRUN-FM are: Richard A. Clark, promotion director; Jarvis Rice, formerly with WGY Schenectady, program director; Warren E. McDowell, chief engineer.

## New UHF Text

BASIC PRINCIPLES of ultrahigh frequency transmission and radiation have been published in one volume by John Wiley & Sons, New York. Nathan Marchand, lecturer in Electrical Engineering at Columbia University, and formerly senior engineer of the Federal Telecommunications Laboratories, is author of the book, *Ultrahigh Frequency Transmission and Radiation*. There are 142 illustrations, and 332 pages of text.

**COMPLETION** of contract for telecasting by Du Mont's station, WTTG Washington, of all of Washington Capitols' home basketball games starting Oct. 27 from Uline Arena sponsored by National Brewing Co. (National Premium beer) was occasion for a celebration. Thirsts were quenched with aid of sponsor's product by (l to r): Bob Wolff, sportscaster for Du Mont Television; Les Arries, Du Mont general manager; Norman S. Almony, advertising manager of National Brewing, and Paul Rothgeb, manager, Uline Arena.

## SERIES ON DELINQUENCY

### San Francisco Bay Area Stations' Frank Approach To Juvenile Problems Brings Results

HOW RADIO stations on their own initiative can deal directly and frankly with a community problem was aptly demonstrated recently in the San Francisco Bay area. A series of six dramatic documentary programs examining the problem of child delinquency in the area, was presented. Titled, *This is Our Will, Our Testament*, the series was released simultaneously over a special network of San Francisco and Oakland outlets—KPO KFRC KYA KSFO KSAN KJBS KROW KLX.

In six weekly half-hour segments, the stations painted a realistic and factual picture of the youth problem—its magnitude, its causes, and the courageous work being done to meet it. No attempt was made to sidestep issues or touchy questions—real names and places were used throughout.

The program format centered around the travels of a radio field crew—armed with a wire-recorder. Statements of delinquent and non-delinquent children, police officers, occupants of slum homes, priests, youth leaders, civic officials, probation officers and parents were recorded. These statements were augmented by a dramatic cast headed by Hal Burdick.

Scripts for the series were written by Dave Drummond and Dick Bertrandias of KPO. They were based on the field research of Mr. Bertrandias and James Day, KPO public service director.

Besides stressing the magnitude of the juvenile problem, the programs dealt with specific topics such as types of crimes being committed by children in the area, the work being done by preventive agencies and steps to be taken by citizens as preventive measures.

Reports received by the participating stations told of tangible results. The series won the approval and applause of many civic officials and youth-serving agencies.

## New Kansas City, Kan., FM Outlet Names Staff

STAFF of KSBS, new FM station which has begun operations in Kansas City, Kan., was announced last week by Harry Butler, president of Sunflower Broadcasting System Inc., the licensee.

Program director of the new station, which is operating on 105.9 mc (Channel 290), is Francis M. Sullivan. Clyde Roberts is news director, Robert R. McDonald commercial manager, C. O. (Tex) Simmons chief engineer, Mrs. Gladys Butler, musical director, and Robert McCray and William Farmer, operators.

Station used a full-page spread in *The Kansas City Kansan* Oct. 5, date KSBS was launched, to announce its opening and give an explanation of what FM broadcasting is. Same issue of the newspaper carried numerous ads placed by local merchants welcoming the new station.

## Rogers Named Manager Of KRNO San Bernardino

NORMAN H. ROGERS, formerly assistant manager and program director of KXLA Pasadena, has been named general manager of KRNO, new 250-w fulltime San Bernardino, Calif., station. With KFXM moving to 590 kc., KRNO will be on 1240 kc when it takes the air Nov. 1. New station also will take over present quarters of KFXM when latter moves into new building now being completed.

**Mr. Rogers**

Mr. Rogers is also vice president of Western Empire Broadcasters Inc., licensee of KRNO. Other officers include James W. Gerrard president, owner of Gerrard Markets in San Bernardino; Van C. Newkirk, treasurer, and head of Broadcast Adv., Los Angeles agency, and United Pacific Network per-occasional regional network; A. G. VanDeventer, secretary and Pasadena attorney; George W. Brock, chief engineer, formerly of KOCY Oklahoma City.

New station has subscribed for AP news and Standard transcription library services.

## TV Sets for Surgery

SPECIAL television sets with large screens for use in observing medical surgery are being planned by U. S. Television Manufacturing Corp., according to an announcement by Hamilton Hoge, president of UST. Five thousand medical men attending the recent American College of Surgeons Congress watched surgery via television.

CHATTANOOGA *favorite*

FOR 22 YEARS!

★ ★ ★ ★ ★ ★ ★ ★ ★

CBS

5,000 WATTS DAY AND NIGHT

★ ★ *first* IN ★ ★ ★ ★

ADVERTISING

LISTENER ACCEPTANCE

PUBLIC SERVICE

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

WDOD

NATIONAL REPRESENTATIVES

PAUL H. RAYMER

*It takes all kinds of people*

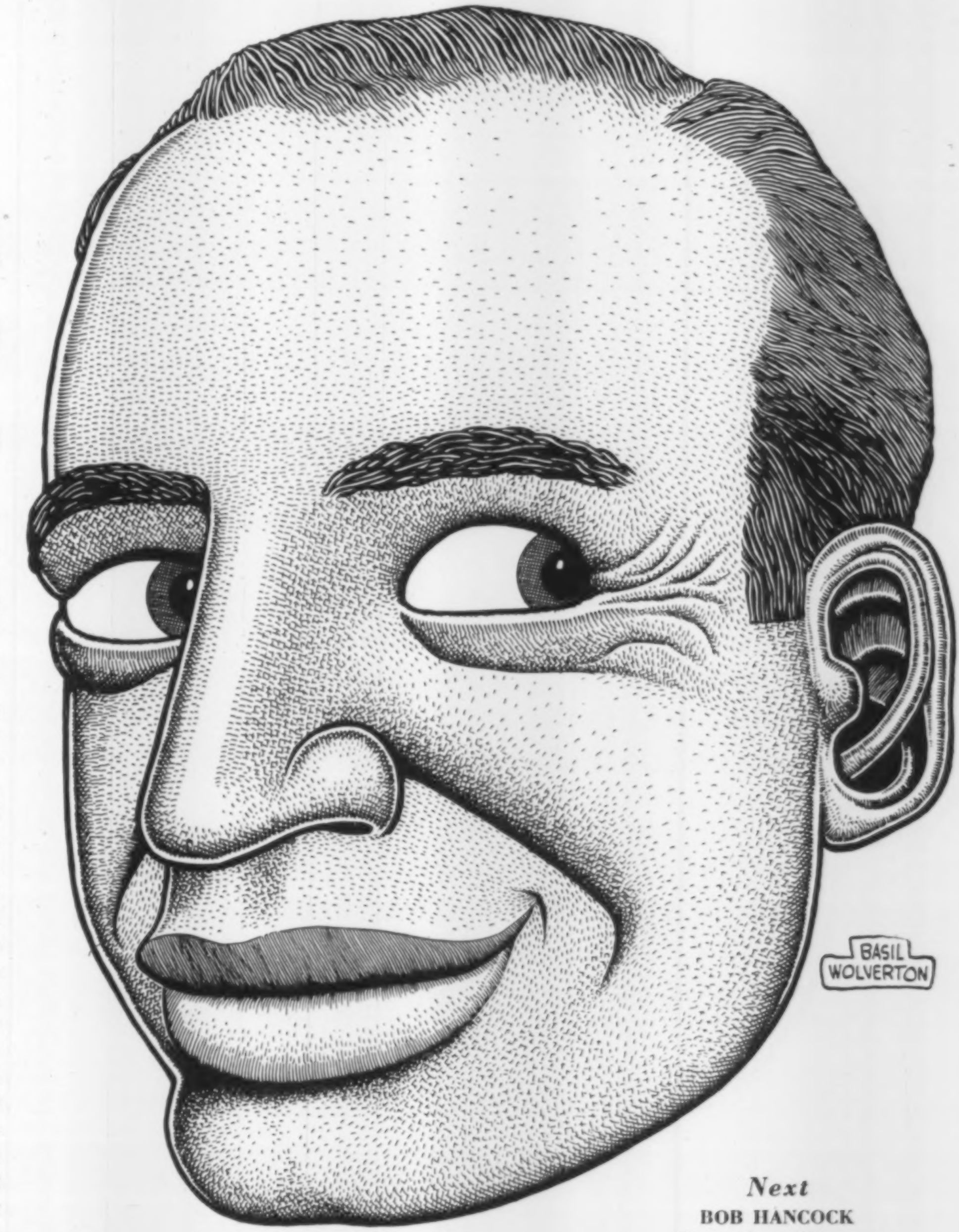
**. . . TO RUN A RADIO STATION**

**Caricature by BASIL WOLVERTON, originator of the spaghetti and meat-ball school of art and portrayer of Lena the Hyena**

# CHUCK FOSTER

## NIGHT NEWS EDITOR

**Some twenty-odd years ago KGW and The Oregonian led the fight to make news dispatches from the big, world-wide newsgathering organizations available to radio listeners. With this newspaper experience as a background, KGW has made it a religion to provide a news coverage that is not only timely and accurate, but objective. KGW installed the first radio station teletype in the city of Portland and now gives listeners complete Associated Press and I.N.S. coverage. As Night News Editor Chuck Foster holds one of the station's most important positions. In line with KGW tradition, and to provide additional service to the public, Chuck's local and regular news broadcasts have gained popularity based on straightforward, factual reporting. KGW stresses the importance of news, but it's no news to radio advertisers that this station continues to offer outstanding commercial possibilities whatever your product or service.**



*Next*
**BOB HANCOCK**
**Promotion Director**

**KGW**
**PORTLAND, OREGON**
**AFFILIATED WITH NBC**

***REPRESENTED NATIONALLY BY EDWARD PETRY & CO.***

## SETH RAISED TO NBC SPOT SALES POSITION

WILLIAM R. SETH, formerly of advertising and promotion for the NBC Radio-Recording Division, has been named manager of advertising and promotion for the NBC National Spot Sales Department, it was announced last week by James V. McConnell, director of National Spot Sales for the network.

Mr. Seth

Mr. Seth will be responsible in his new post for advertising and promotion on a national scale and will work closely with representatives of the 12 stations represented by NBC Spot Sales, Mr. McConnell said. He has been with NBC since 1944, when he joined the Radio-Recording Division as assistant to the sales and promotion director. The next year he was appointed director of Radio-Recording advertising and promotion.

Charles E. Soden, formerly promotion assistant in the NBC advertising and promotion department, will be assistant to Mr. Seth.

**NEW STATION** at St. Thomas, Ont., is expected to be on the air next March, according to Major J. F. Peterson, of St. Thomas. Call letters have not yet been assigned. Station will be on 680 kc with 1 kw.

## Be Prepared

WFIL Philadelphia is preparing to handle a crowd of 7,500 at the Philadelphia Arena Oct. 30 when Tom Breneman brings his ABC *Breakfast in Hollywood* program to the city to appear for the local Community Chest drive. He made his first appearance in Philadelphia a year ago for the *Philadelphia Inquirer* Charities, drawing a house of 5,000 at the Mastbaum and thousands of others who had to be turned away.

## KQW Resumes 2 Shows

BROADCASTING of *The Housewives Protective League* and *Sunrise Salute* on six-weekly basis was resumed by KQW San Francisco Oct. 13 after a lapse of three years. Arrangements were concluded between Fletcher Wiley, owner of the programs, and C. L. McCarthy, KQW general manager. Los Angeles, Chicago and New York also are included in the seven major markets in which the two programs now are heard. (See page 58.)

**LOS ANGELES** area disc m. c.'s have formed chapter of National Assn. of Disc Jockeys, with Gene Norman serving as temporary president. Bob Mc Laughlin is serving as secretary-treasurer, pending formal elections.

*Now!* The first Practical guide to AMERICAN DIALECTS
FOR RADIO, STAGE AND SCREEN

*Approval from Authorities*

**MARGARET WEBSTER:**
"Fascinating. Inflection is as important as pronunciation. Should be an invaluable aid to actors."

**JOSÉ FERRER:**
"Should be of great help to actors called on to use dialects."

**MARJORIE MORROW, C.B.S. Casting Director:**
"So complete...invaluable...convenient and ready reference where authentic American Dialect is required."

**Manual of AMERICAN DIALECTS**
by LEWIS HERMAN and MARGUERITE S. HERMAN

THIS BOOK will help you reproduce the true speech flavor of almost every sectional dialect in the U.S.A.—with all its lilts and stresses—all its grammatical, vowel and consonant changes...all the authentic characteristics of its use and all its local idioms.

This is definitely a "How-to-do-it" book which teaches the use of dialects by easy-to-follow visual phonetic symbols; with illustrations of tongue and lip positions for pronunciation and with a special musical notation to guide the entertainer in mastering inflections of dialects of every regional group. Also contains hundreds of monologs for practise.

Actors, writers and teachers of dramatics will use this manual as a practical text and source book for improving their interpretations.

Written by the authors of the successful MANUAL OF FOREIGN DIALECTS—a book which has helped thousands of entertainers master foreign roles.

ZIFF DAVIS
PUBLISHING COMPANY CHICAGO · NEW YORK

At all bookstores $7.50

OWNER DONALD A. BURTON (seated) of WLBC and WLBC-FM, Muncie, Ind., presents contract for 50-kw FM transmitter to Stephen W. Pozgay, General Electric transmitter representative, Chicago. Contingent on FCC approval, present 3-kw plant of WLBC-FM will be enlarged first by addition of two units to give 10-kw power output. Then two final units will complete 50-kw setup.

## MBS Co-op Sales Up

CO-OPERATIVE program sales of of MBS have increased 85% in volume over last year, as of Oct. 15, it was announced last week by Bert Hauser, the network's director of co-ops. By the middle of this month there had been 1,083 current program sales of MBS co-operatives by the network's affiliates, compared with 584 a year ago. Mutual's three top-ranking co-operative programs are Kate Smith, sold on 302 stations; Fulton Lewis jr., 288, and Cedric Foster, 127.

## DORSEY DAY

### Band Leader Guest of WHIM Makes Big Hit

T. DORSEY DAY was definitely a success, when the maestro visited Providence, R. I., last month as guest of WHIM. The station figures some 40,000 people saw Mr. Dorsey during the day—and if that number didn't see him, it wasn't WHIM's fault.

The visit was in celebration of WHIM's booking of the T. Dorsey disc show an hour daily, Monday-Friday. He was met at the station by Bob Engles, WHIM president; George Taylor, program director; and others from the station, along with a ten-piece band of young Dorsey fans, who played his theme song. Mr. Dorsey was accompanied by Al Hollender, vice president of Louis Cowan Agency.

From the station the group went to the office of Mayor Denis Roberts who extended the city's greetings. Next stop was the RKO Albee Theatre, where Mr. Dorsey was interviewed by Larry Martin, WHIM's man-in-the-street reporter. A crowd of about 3,000 tied up traffic for 15 minutes in front of the theatre.

There followed a broadcast of the T. Dorsey show, with T. D. appearing in person. Then there was a luncheon at the Biltmore, after which the group went to Narragansett Race Track. The fifth race was named in honor of Mr. Dorsey, "The Tommy Dorsey Claiming." Incidentally, Mr. Dorsey picked the winner.

He then made a personal appearance on Jack Ellsworth's *Record Review*, and finished off the day with a cocktail party at the Biltmore where the band leader met advertisers and local agency men. It was a full day.

## TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

**JOSEPH F. MacCAUGHTRY**, president of Cardinal Co., Hollywood packager of transcribed shows, has bought sole ownership of the company through purchase of stock from **JOHN NELSON**, **BERT HORSWELL** and **IVAN DITMARS**. Latter three announced no immediate plans.

**HOLLYWOOD STAR RECORDS**, 6525 Sunset Blvd., Hollywood, has been organized to retail two-minute record interviews with radio, movie and stage personalities. **HOWARD HELMICK** is general manager. **EUGENE J. O'BRIEN**, former director of radio activities of Universal Pictures, is assisting Mr. Helmick. **JOAN DAVIES**, former writer of MBS Erskine Johnson program, is heading up writing staff.

**GARRY MOORE**, m.c. of NBC "Take It Or Leave It," has formed his own record firm "Party Platters Inc." which will feature artists in song and chatter material.

**OSCAR TURNER**, manager of NBC Western network recording department, is in New York for two weeks attending annual meetings of network's recording department managers.

**SONIC RECORDING PRODUCTS** Inc., Freeport, L. I., has announced new professional instantaneous recording disc, said to offer more consistent quality as result of new lacquer formulation and controlled coating technique used in manufacture. New blanks are made in three grades, both single and double-faced: Super-Sonic disc for critical reproduction; Ultra-Sonic for general use; and Trans-Sonic for reference purposes.

**BROADCAST RECORDERS**, Hollywood recording firm, has completed re-organization and re-opened under new sole ownership of **BILLY BERG**. **LYMAN SMITH**, former sales manager of 6000 Sunset Recording Studios, Hollywood, has joined Broadcast Recorders, as general manager.

**RUSS HUGHES** has been signed by Mayfair Transcriptions Co., Hollywood, as story editor and script-writer on transcribed "Box 13" series starring Alan Ladd.

**ED BOWSER**, of sales staff of CKGB Timmins, Ont., and **RITA CYR**, of CKGB office staff, were married Oct. 15.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

GEORGE P. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS

## Complete Convention Coverage Praised

EDITOR, BROADCASTING:

I'd like to take this opportunity to express my congratulations on the manner in which BROADCASTING gave complete coverage at the NAB Convention. The service provided an opportunity to broadcasters to carry home with them notes they might otherwise have lost in the fast scuffle.

*Ed J. Hennessy*
*Program Director*
*WRBL Columbus, Ga.*

* * *

## WKRS, 'News-Sun' Give Heavy Publicity to FM

EDITOR, BROADCASTING:

Since receiving FCC authority to operate a 3,000-w FM station, we have inaugurated an all-out publicity campaign in behalf of FM.

Obviously, the purpose of our campaign is two-fold. First, to call to the attention of the general public the fact that *The News-Sun* was entering the FM radio business, and to stimuate and maintain a strong public interest and understanding of FM. Since last March our campaign has been as intensive as our construction problems and progress would allow. We have employed a variety of daily display ad teasers, news fillers, and general promotion stories extolling the virtues of FM and pointing up the necessity of buying FM receivers.

Second, we realized the necessity of keeping some 65 radio dealers in our immediate coverage abreast of our progress, and to render every assistance possible in selling sets with the FM feature. For example, all our display ads—some of which have even been in color—have been tagged, "Visit your favorite radio dealer for a free demonstration." Free dealer listings have also been carried from time to time.

We believe here that *The News-Sun* was one of the first—if not the first—daily newspaper anywhere to carry a free program listing exclusively for FM stations. We carry listings for all currently-operating Chicago and Milwaukee FM stations.

This is to further stimulate public interest in FM, show graphically what type of programs are available to the FM listener, and where and when to find them. Secondly, we wanted to offer our cooperation to other "FM'ers."

*Robert R. Siegrist*
*Program Director*
*WKRS Waukegan, Ill.*

* * *

## Gives Further Brief For Phone Vision

EDITOR, BROADCASTING:

I have hesitated to answer Mr. Norman C. Lindquist's letter about Phone Vision in your Sept. 29 issue . . . However, I feel that the readers of BROADCASTING should know something about the background of the *Philadelphia Inquirer* articles quoted . . .

Last summer, before these articles were written, I talked with Mr. Pannitt of the *Inquirer* and demonstrated Phone Vision to him. I pointed out to him that the "lousing up" of the picture used for our demonstration was intentionally made very simple. We wanted no question in any viewer's mind but what the mussed-up picture he saw was identical with the clear picture he saw when the key signal was supplied over the telephone line. I also told Panitt that the commercial version would be extremely complicated, and, for practical purposes, theft-proof.

The *Inquirer* article alleges that several people succeeded in unscrambling our mussed-up picture with "one tube and a few wires." While I was not present at these demonstrations, I have done a little checking and do not believe that anybody broke even the oversimplified scrambling method we employed at that time.

With the system we are now readying for production, a topflight engineer with a room full of equipment might come about as close to solving the key as advanced amateurs do to breaking the scrambled signals used for trans-Atlantic telephone work. I can assure you, there is no danger of the public's stealing the key to get free Phone Vision reception.

Panitt also states categorically that "Hollywood motion pictures have been found to be the least popular type of programming for television viewers." He has no more basis for making this statement than he would have for discussing the television tastes of the residents of Mars.

With the exception of the film used on our Phone Vision demonstration, no current Hollywood production has ever been telecast for the present owners of television sets. Furthermore, a survey of television set owners made in the Los Angeles area, which was reported on page 58 of your Sept. 29 issue of BROADCASTING, showed that 73% of those answering questionnaires said that they would be willing to pay a fee to see first run movies and similar entertainment.

Panitt's reference to the Illinois Bell Telephone Co. seeks to create the impression that the telephone company is hostile to Phone Vision. Naturally, we have not discussed publicly our negotiations with the parent company, but I can assure you that Commander McDonald found high officials of both AT&T and the independent phone companies to be most receptive.

The public will no more be content with the kind of television programming that can be provided within the limit of advertisers' budgets than they would be with theatrical entertainment trimmed to the same standards. Any contention that people will not pay to see programming which cannot be provided by advertisers is as ridiculous as a statement that people will not buy radio phonograph combinations or purchase records. Radio is free, but the biggest demand today in radio re-

(*Continued on page 88*)

COMMUNITY CHEST award of merit went to KLZ Denver after its entire staff had contributed to the Chest in current campaign and had increased their last year's contributions by 40%. Presenting award is Paul Rous (l), Chest chairman for Denver. Receiving it are Marion Feeney, KLZ head bookkeeper and solicitation captain for the station, and KLZ Manager Hugh Terry who is also Chest campaign manager in Denver.

## Engineering Study

GARO W. RAY, whose firm of consulting radio engineers and contractors at Bridgeport, Conn., has been busy with new stations in the Middle West and New England, returned recently from an engineering study in France. Mr. Ray is president-treasurer and general manager of WWON Woonsocket, R. I., which took the air Nov. 11, 1946, as a 250-w fulltime outlet.

## RETURN HOME

### Tennessee Folk Songs, Stories To Be on BBC

LIKE A TRAVELER returning home, the folk lore and song of the Tennessee mountains is being taken sent to England via records made by visiting members of the BBC. Most of the songs and stories trace their history directly back to the England of the days of the Colonies.

A group from the BBC, under Lillian Lang, of BBC's program department, were at WSM Nashville last week transcribing a 30-minute program, *Smoky Mountain Serenade*, to be rebroadcast in England, Ireland and Scotland.

Sam Slate, New York program director of BBC, is handling the actual broadcast of the programs to the British Isles. Bradley Kincaid, an authority on folk music, and WSM star, is program narrator.

IN PHILADELPHIA
1ST. IN SPORTS
10,000 WATTS
DAY & NIGHT
Philadelphia's Most Powerful Independent
WIBG
SELLS! SELLS! SELLS!

WHTN
1000 W-D 800 KC
WHTN-FM
10,000 W 100.5 MC
HUNTINGTON, W. VA.

*Announce the Appointment of*

THE FRIEDENBERG AGENCY, Inc.

*as*

*Exclusive National Representative*

MIKE LAYMAN
GEN. MGR.

In Old Vienna

could mean a Viennese waltz

*But* IN DALLAS —FORT WORTH *it's*

1 STATION
WFAA

2 FREQUENCIES
820 - 570

3 NETWORKS
NBC - ABC and
Texas Quality

It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the
Dallas Morning News

*Represented Nationally by*
EDWARD PETRY & CO., INC.

# PROGRAMS

WEEKLY BEAUTY quiz program, under sponsorship of Clear Weave Stores (hosiery, dresses), is scheduled to begin on Yankee Network Nov. 9. Participants will be invited to submit photos to local Clear Weave Stores where they will be posted on billboard with numbers under each. Customers in stores are asked to cast votes for their favorite. Top ten girls elected will appear on the stage of local theatre for week's beauty contest and their pictures will be sent to John Robert Powers, noted beauty expert, who will select three contestants to appear on the Clear Weave-Yankee Network radio quiz. Prizes will be awarded to all ten entrants and top winner of air quiz will be interviewed by RKO Radio Pictures for screen test. Agency for Clear Weave is A. W. Lewin Co., New York.

### WLW G. I. Series

ENTITLEMENTS of veterans and their obligations to society are pointed up in new G. I. series which was scheduled to start Sunday (Oct. 26) on WLW Cincinnati. Series is the result of weeks of preparation by WLW's special broadcast services division, headed by Katherine Fox. Script for first show was pre-tested by 12 officials in regional offices of vet and non-vet groups, who checked it for format, title and handling. They also have been asked to submit detailed briefs from case histories to be used on later programs. Subsequent scripts for the series will be pre-tested each week by a three-man panel selected by this group. Program is weekly 15-minute drama, aired Sun. 12:45 p.m.

### WOSU Survey

AVERAGE PARENT wants the public schools to teach youngsters how to get along with other people and how to be good citizens, according to a survey conducted by students of advanced education at Ohio State U. Data compiled by the students will be part of basic for new series "What Is A Good School Today," to begin Oct. 30 on WOSU Columbus [BROADCASTING, Oct. 13]. Students took poll from housewives, clerks, professional people, laborers and white collar employes in Columbus and near-by areas. Planning committee for series hopes to use these opinions as starting point in its programs on what a good school should teach in the modern world. Series will be aired Thur. 3:45 p.m.

### Salute to WPGH

PROBLEMS, HUMOROUS and otherwise, that a station meets are featured in 15-minute transcribed program proproposed by WMRN Marion, Ohio, as a salute to Pittsburgh's newest station, WPGH, which began operations Oct. 19. Members of the WMRN staff wrote, produced and acted in the show, titled "Salute to WPGH," which deals with each division of a station. Program is concluded with a talk by Robert T. Mason, WMRN general manager. Transcribed show was broadcast on WPGH during its first day on the air.

### Local Interest Stories

HUMAN INTEREST stories about people with odd jobs in Washington, D. C. are featured on new series, "Our Home Town," which began Oct. 21 on WWDC Washington. Little-known facts about historic shrines in the Nation's capital also are presented, with fitting musical background woven throughout the show. Program is presented both with live and recorded interviews. "Our Home Town" is heard on WWDC Tues. 8:15 p.m.

### 'Mr. Milwaukee'

COMMUNITY PROBLEMS are discussed by city officials on new series, "Mr. Milwaukee," heard on WTMJ Milwaukee. Walter J. Damm, vice president and general manager of WTMJ, offered free time to the Common Council of Milwaukee for the series to keep the people informed of its governmental activities. Few days before the first broadcast, Oct. 11, the Solomon Juneau bell in City Hall tower, which is rung only on July 4, rang out for WTMJ engineers to record its sound. Bell now rings at start and close of "Mr. Milwaukee," heard on alternate Saturdays.

### Home Making Class

HOME MAKING class to aid women in better and more careful household planning was conducted recently by the Cedar County (Iowa) Farm Bureau. In order that the women of eastern Iowa could attend the classes, Chuck Worcester, farm service director of WMT Cedar Rapids, made a trip to Tipton, where the classes were conducted, and transcribed the lectures. These transcriptions were aired as a "class by radio" for the women in the WMT listening area. Station reports favorable response from its listeners who appreciated getting tips from qualified home economists.

### Educator's Chat

INFORMAL CHATS on current topics are presented weekly on WSPA Spartanburg, S. C., under title "From Dr. Snyder's Study." Dr. Henry Nelson Snyder, president emeritus of Wofford College, Spartanburg, has started his radio career at the age of 82 with these weekly programs. Each Friday evening, WSPA sets up microphones in the library of Dr. Snyder's home, and the program is conducted by Jane Dalton, WSPA's woman's editor.

**PROOF POSITIVE** of what the artist's bureau of WDAY Fargo, N. D. presents to the many assemblages in the Red River Valley is shown in this couple of beauty and talent. Audrey Remme (l) was chosen runner-up to Miss Minnesota this year, and Jean Hoverson was recently chosen Homecoming Queen for North Dakota State College. When the girls combine their talents, they have a song and dance routine that has been with WDAY's artist's bureau for ten years, and is still going strong.

### Constitution Drama

NEW JERSEY'S revised constitution, up for approval at the Nov. 4 election, is being dramatized by KYW Philadelphia, which has a big listenership in both states. Series of four broadcasts is being aired by the station under the title "The Constitution and Mrs. Brown," theme of which depicts the Browns, a typical New Jersey family, discussing the new charter.

### Parade Televised

CITIZENS who were not able to attend the annual Veiled Prophet Parade and the Veiled Prophet Ball in St. Louis could see them this year by television. Both the parade and the ball were televised by KSD-TV St. Louis. All floats, walkers and masses of onlookers were picked up by the video camera. The Mysterious Majesty and his Queen of Love and Beauty were televised at the ball as well as other members of the ceremonial court.

### From Santa Maria

REPLICA of Columbus flagship, the Santa Maria, anchored in Jackson Park Lagoon, Chicago, was the scene of a Columbus Day program aired simultaneously by WOV New York and WSBC Chicago. Arnold B. Hartley, WOV program manager, requested WSBC to record special broadcast from the deck of the ship. Because of decrepit state of the old vessel, no one was permitted on board, so WSBC Italian language announcer, Stefano Luotto, recorded the show from a row boat along side of the Santa Maria. Platter was airmailed to New York and aired over WOV as part of Columbus Day feature, with simultaneous airing on WSBC. Both stations are planning future programs on "correspondent" basis.

### Video Fashion Show

WITH EIGHT manufacturers or retailers of women's clothes as participating sponsors, Television Fashion Fair made its debut Oct. 17 on WABD New York, as a weekly series to be telecast Fri. 8:15-8:45 p.m. Conceived by J. Modell, show is produced under supervision of Raymond E. Nelson, head of his own advertising agency. Commercials, calling for participations in two, four or more of the telecasts, were coordinated by Furman, Feiner & Co., New York. Sponsors' products were displayed and discussed on the first program and Helen Moran and Olene Criste acted as fashion coordinators. Florence Pritchett, WOR New York women's commentator, was mistress of ceremonies.

### Swamp Land Interviews

INTERVIEWS with Okefenokee Indians direct from the Okefenokee Swamp in South Georgia and North Florida were presented recently by wire recording on WPDQ Jacksonville, Fla. A three-day expedition, headed by Ross Allen, noted herpetologist, made the trip into the swamp and WPDQ sent a crew of two, Paul Mains, hunting and fishing editor, and Jim Donovan, chief engineer, to cover the event. From approximately four hours of recordings made in the swamp, WPDQ edited and produced a series of special programs with Mr. Mains as narrator.

### Television Quiz Show

VIDEO Telephone quiz show titled "Let's Pop the Question" is heard and viewed each Sunday from 8:30 to 9 p.m. over WFIL-TV Philadelphia. Televiewers are shown the prizes of the evening and then M.C. George Cahan and his assistant Janie unveil the problems of the evening which are usually pictures of famous persons and places. Phone number is picked from a list of numbers mailed in by video audience, and first person called who gives the right answer is the prizewinner. Telephone calls are made before the TV cameras. Format formerly called for viewers to phone station with answers, but was changed because calls jammed switchboard, station reports.

KSFO
SAN FRANCISCO
560

MUSIC MOVES MERCHANDISE

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Bolling Company representative.

*Wesley I. Dumm, President*
*Philip G. Lasky, Vice-President*

## WCRO JOHNSTOWN, PA. CHANGES TO FULLTIME

WCRO Johnstown, Pa., 250-watter on 1230 kc, is now operating fulltime, according to John J. Keel, president of the Century Broadcasting Corp., licensee. Mr. Keel is a Washington consulting engineer.

Mr. Keel

Other WCRO officers are Henry Gladstone, vice president, and Lloyd Dennis Jr. secretary-treasurer. Mr. Gladstone is affiliated with WOR-Mutual as a news commentator, while Mr. Dennis is with WTOP Washington in the programming division.

WCRO general manager is John F. Hanssen, formerly with KFOR Lincoln, Neb. and KYSM Mankato, Minn., before the war. He served with the 12th Army Group overseas. Commercial manager is Dennis Gerkin, a World War II veteran, formerly with WJAC Johnstown. Chief Engineer Rexford Ackley who served in the Pacific theatre, formerly was at WCAE, Pittsburgh, WJAC and the FCC.

WCRO is represented nationally by Adam J. Young and is an ABC affiliate. It is Western Electric-equipped, has INS news service

Century Broadcasting Corp. was also given a conditional construction permit by the FCC last week on channel 264 100.7 mc, for a class B metropolitan station. Plans for the FM construction are now underway.

### Canadians Organize

A NEW regional broadcasters group has been formed in Canada following a meeting of British Columbia broadcasters in Hotel Vancouver on Oct 11. The British Columbia Broadcasters Assn. is understood to be a division of the Western Assn. of Broadcasters, and its formation may herald formation of other provincial associations in western Canada.

## WBKB OPENS RELAY LINK

### Presentation of Notre Dame-Iowa Game Marked Start of Big Video Sports Schedule

TELECASTING of Notre Dame-Iowa football game officially opened WBKB Chicago's relay link to South Bend, Ind. Completion of the link was hailed by WBKB as an important step in its program to bring Chicago video fans an outstanding sports schedule.

Two 125-ft. relay towers permit engineers to beam the camera's signal on a very high frequency band from the South Bend stadium to New Carlisle, Ind., thence to Michigan City, Ind., where it is relayed again to a receiving point in Chicago's Loop and passed on for conversion to regular telecast band.

WBKB's football schedule calls for televising 25 games. All three Chicago professional football clubs, as well as Notre Dame and Northwestern, will be seen by televiewers. American Tobacco Co. has contracted for sponsorship of college games through N. W. Ayer & Sons, N. Y. [BROADCASTING, Sept. 8], while Atlas Prager, Canadian Ace and Keeley Brewing will sponsor Cardinal, Bear and Rocket games, respectively.

In addition, telecasts of horse racing (some of which Canadian Ace has underwritten), basketball and hockey are booked. Brown & Williamson Tobacco Co. (Raleigh cigarettes), through Russel M. Seeds Co., Chicago, will sponsor 10 double-header basketball games to be played by Northwestern and De Pauw at Chicago Stadium beginning Dec. 13.

HIGHLIGHT of FM forum for Chicago dealers and distributors, presented last Wednesday by WGNB (FM) Chicago, was a network relay demonstration put on by WGNB and WEAW (FM) Evanston. Music was transmitted from WGNB to the Evanston station which, in turn, provided instantaneous relay to point of origin. Inspecting some of equipment used are (l to r): Robert Perkins, WGN engineering department; Miss Marion Claire, director of WGNB, and Edward A. Wheeler, president of WEAW.

### Town Hall Inc. Radio Workshop Starts Oct. 20

A RADIO WORKSHOP covering script writing, program production and other phases of radio will be started by Town Hall Inc., New York, today (Oct. 20) for 20 weeks through March 15.

Gretta Baker, script writer, program director and former faculty member of New York U., is directing the course, which is open to the public.

Among those scheduled to address the class are C. E. Hooper, president, C. E. Hooper Inc.; Patrick J. Kelly, NBC supervisor of announcers; E. B. Lyford of NBC station relations, and Paul Whiteman. In addition, various network shows will present in-person demonstrations.

### Tribute Paid to Doherty By Boston Conference

TRIBUTE to Richard P. Doherty, NAB Director of Employe-Employer Relations, was paid by the Industrial Relations Council of Metropolitan Boston at a dinner held Oct. 10 at the Hotel Bradford, that city. Mr. Doherty, who served as toastmaster, was presented with a scroll by the council, which he served five years as general secretary and executive director. The famed cooperative management-labor project was his brainchild, according to the scroll.

Some 1,500 representatives of labor and management attended the banquet. Principal addresses were by Mr. Doherty and Philip Murray, CIO president.

### Don Petty Named

DON PETTY, NAB general counsel, has been named chairman of the Committee on Statement of Principles of Administrative Law of the American Bar Assn. The committee is a branch of the Section of Administrative Law.

WRBL
COLUMBUS • GEORGIA
NOW 5000 WATTS Day and Night
More *POWER-ful* than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

WOC
*"If Columbus had been looking for us, he'd have used WOC!"*
MINNEAPOLIS ST. PAUL
CHICAGO
OMAHA
QUAD-CITIES
ST. LOUIS
QUAD Cities
DAVENPORT, ROCK ISLAND MOLINE, EAST MOLINE
Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.
**5,000 Watts, 1420 Kc.**
**Basic NBC Affiliate**
**B. J. Palmer, President**
**Buryl Lottridge, Manager**
WOC
WOC-FM
DAVENPORT, IOWA
*National Representatives:*
FREE & PETERS, Inc.

Miss Gertrude Moeller
Buchanan & Company
Chicago Illinois

Dear Gertrude:

*Ever hear o' the Billion Dollar Coal fields — that's us hear in West Virginia of which Charleston happens to be the center. Also, Charleston is the middle of roughly speakin', about 120,000 coal miners who draw about 300,000 dollars worth o' salary each year. Yep, that's a heap o' money and wchs is sittin' right on top of it all with 5000 watts at 580—also with CBS. Make's me kind o' scared—all that money around here and me with nothin but a broom . . . Well, better get to usin' it.*

*yrs,*
*algy.*

**WCHS**
**Charleston, W. Va.**

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE
WBGE-FM

Atlanta's First Fulltime
FM-Station
95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

*Studios & General Offices*
Georgian Terrace Hotel

Mike Benton, *Pres.*
Maurice Coleman, *Gen. Mgr.*

GENERAL
BROADCASTING
COMPANY

## In the Public Interest

### Sparks Civic Action

RADIO was credited once again with an assist in sparking the fuse of civic action when a group of social leaders in Chicago proposed formation of a citizen's committee to deal with problems of juvenile delinquency as revealed in the program series *Report Uncensored* on WBBM Chicago. The action was taken when the station played host at a dinner meeting to the programs speakers bureau at the Chicago Bar Assn. at which Ben Park, WBBM writer-producer of radio series, and Bev Dean, who has directed the bureau, appeared as spokesmen. Nominating committee was appointed to select seven persons from social agencies who will be employed as experts on a paid basis to investigate conditions and offer a resolution for formation of a plan to remedy them. Proposal was advanced by a municipal judge of the Boys Court and acted upon after suggestions by Mr. Park and Mr. Dean.

* * *

### WOW Police Duties

APPREHENSION of two stick-up men in downtown Omaha has been credited directly to a newscast on WOW Omaha. The two escaped convicts from Nebraska State Penitentiary staged a series of three hold-ups in a period of less than two hours, each time being a little ahead of police. The fourth attempt, however, was fatal. A customer in this fourth establishment was listening to the noonday news over WOW as the convicts entered. He had just heard the description given by the newscaster and he quickly informed the proprietor, who did a "quick fade" and called the police. Police Chief Robert Munch arrived in record time and made the arrest—thanks to WOW.

* * *

### Home for Veteran

CAMPAIGN to raise a fund of $10,000 to build a new home for a paralyzed veteran in Lawrence, Mass., is being conducted by Arthur Flynn, commentator of *Round the Town* program over WLAW Lawrence. Prominent business and professional men and friends of the veteran, an ex-Marine who was wounded three times in the Pacific theatre, are backing Mr. Flynn in the drive. Mr. Flynn launched the campaign with the story of the veteran's heroic action during the war.

* * *

### WPEN Fire Service

ON THE OUTBREAK of the Benjamin Franklin High School fire in Philadelphia Oct. 10, Ed Obrist, assistant general manager of WPEN Philadelphia, offered the complete facilities of the station to the Board of Education. The Board asked the station to broadcast reassuring messages to mothers of the 3,000 students. WPEN carried half-hour reports on the fire, together with the Board's messages and tie-ins with Fire Prevention Week safety messages.

* * *

### WFIL TB Drive

**LAST - MINUTE** corrections in Knox the Hatter commercials for WCBS-TV telecast of Columbia-Yale football game from Baker Field, New York, are made by Don Shaw (seated, l), vice president and radio director of Geyer, Newell & Ganger. On knee is Mel Allen, who does play-by-play and commercials. Leslie Munro, agency's associate copy director, is taking notes. Behind Mr. Shaw is his son, Reid.

USING BOTH its AM facilities and its TV equipment, WFIL Philadelphia is conducting month-long campaign in October to combat tuberculosis in Philadelphia. The public service crusade is titled the *Triple-X Campaign* and it is aimed to "X-Ray, X-Plore and X-Pel T.B." Station has enlisted the aid of the Philadelphia Tuberculosis and Health Assn., the City Dept. of Health, the County Medical Assn., and Mayor Bernard Samuel. Campaign is mapped with two objectives: (1) To educate the public about the disease, and (2) To urge every Philadelphian to get a free chest X-Ray so existing cases of tuberculosis may be exposed and given treatment. Frequent radio and television programs are being devoted to the theme of education on tuberculosis and hundreds of special announcements are used. Seven X-Ray clinics have been set up at various points in the city and WFIL urges its listeners to avail themselves of the opportunity of being examined for tuberculosis without cost.

### Children's Classics

CLASSIC MYTHS are featured in new series aired in dramatic form with title "Days of the Giants," heard Sat. 9:45-10 a.m. over WLW Cincinnati. Aim of series is to take the curse off the so-called "good" books children are "supposed" to read and to present great myths in attractive form, developing an interest in classic tales.

## NEW ORLEANS BOUQUET
### Mayor Hails Aid Radio Gave
### During Hurricane

SERVICES which all New Orleans radio stations gave to their stricken city during the hurricane [BROADCASTING, Sept. 29], were hailed by deLesseps S. Morrison, mayor of the Louisiana metropolis, as a tribute to the entire radio industry in a letter to Howard Summerville, general manager of WWL. The mayor said:

"One of the outstanding services rendered the citizens of New Orleans during the recent hurricane emergency was that performed by the New Orleans radio stations. For this reason I wish to express to you and the members of your organizations the sincere and wholehearted thanks of the city administration.

"The factual and up-to-the-minute presentation of bulletins and announcements throughout the hurricane emergency were in large part responsible for the fact that we had a minimum of damage and no fatalities in the New Orleans area.

"It is a tribute, I believe, to the entire radio industry that you and members of your staff performed tirelessly and unselfishly in the cause of your fellow citizens. Again please accept my appreciation and thanks."

IT'S A HABIT!
For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

## FCC Actions

*(Continued from page 74)*

### October 23 Decisions . . .

#### BY THE COMMISSION

**Application Forms**

Ordered adoption of new application forms for all classes of broadcast service except international, facsimile and experimental. See story this issue.

**Hearing Designated**

Designated for hearing following pending applications seeking facilities of WORL Boston, 950 kc D, to be held in Boston Dec. 15: Continental Television Corp., 1 kw; Joseph Solimeno, 5 kw; Bunker Hill Bcstg. Co., 1 kw; Boston Radio Co. Inc., 5 kw; Beacon Bcstg. Co. Inc., 1 kw; Pilgrim Bcstg. Co., 5 kw. See story this issue.

#### BY A BOARD

**Assignment of CP**

**KSBW Salinas, Calif.**—Granted assignment of CP from partnership to Salinas Bcstg. Corp., in which Hall and Oates have 60% interest; remaining 40% owned by Niles C. Cunningham and Dan O. Bardin.

**KXXL Reno, Nev.**—Granted consent to assignment of CP from Chet L. Gonce, d/b as Voice of Reno to Edward Margolis, Frederick W. Kirske and Byron J. Samuel, partnership d/b as Station KXXL, for consideration of $30,000.

**WKIC Hazard, Ky.**—Granted consent to assignment of CP from Bullard, Metcalf & Goodlette, partnership, to BMG Bcstg. Corp.

**WVVW Fairmont, W. Va.**—Granted consent to assignment of CP from Fairmont Bcstg. Co. to Fairmont Bcstg. Co., corporation.

**Assignment of License**

**KTYL Mesa, Ariz.**—Granted consent to assignment of license of KTYL from Sun Valley Bcstg. Co., partnership, to corporation of same name.

**AM—1010 kc**

**The Southwestern Bcstg. Co., McComb, Miss.**—Granted CP new station 1010 kc 250 w D.

**AM—1330 kc**

**Charles River Bcstg. Co., Waltham, Mass.**—Granted CP new station 1330 kc 1 kw D; engineering cond.

**AM—560 kc**

**Dowlander Broadcast Co., Dothan, Ala.**—Granted CP new station 560 kc 1 kw D; engineering cond.

**AM—730 kc**

**Kentucky Mountain Holiness Assn., Lawson, Ky.**—Granted CP new station 730 kc 1 kw D; engineering cond.

**AM—1260 kc**

**Williamson County Bcstg. Co., Taylor, Tex.**—Granted CP new station 1260 kc 1 kw D.

**Hearing Designated**

**Granite State Bcstg. Co. Inc., Claremont, N. H.**—Designated for hearing application for new station 1230 kc 250 w unl. in consolidation with application of WGLN.

**AM—1280 kc**

**WKST New Castle, Pa.**—Granted CP increase power from 1 to 5 kw, install new trans. and make changes in DA-N; engineering cond.

**Petition Denied**

**Harvey Radio Labs. Inc., Cambridge, Mass.**—Denied petition requesting that its application seeking D operation on 1550 kc be removed from pending files and granted.

**License Renewal**

Following stations were granted renewal of license for period ending Nov. 1, 1950: KSLM WHP WING WTSP KTUL KWKW WBNS KCBC KCBD KDFN KDTH KELA KFRO KIEM KTBS (and Aux.) KTSM KUJ KVOE WBIG WBRY (and Aux.) WCSC WFBL (and Aux.) WLOW WSAR WWSR.

### October 17 Decisions . . .

#### DOCKET CASE ACTIONS

**AM-1240 kc**

**Standard Tobacco Co. Inc., Maysville, Ky.**—Announced final decision granting application new station 1240 kc 250 w unl.

**AM—930 kc**

Announced final decision granting applications of Michigan Bcstg. Co. for new station Battle Creek, Mich., 930 kc 1 kw unl. DA-DN, and Elyria-Lorain Bcstg. Co. for new station Elyria, Ohio, 930 kc 1 kw DA-DN unl. Denied application of Leonard A. Versluis to change WLAV Grand Rapids, Mich., from 1340 kc 250 w unl. to 930 kc 1 kw unl. DA-N.

**AM—1490 kc**

**Radio Springfield Inc., Springfield, Ill.**—Announced final decision denying application for new station 1490 kc 250 w unl.

#### BY COMMISSION EN BANC

**AM—1400 kc**

**Greenville Bcstg. Co., Greenville, Ala.**—Granted CP new station 1400 kc 250 w unl.

**AM—1240 kc**

**Jasper Bcstg. Co., Jasper, Tex.**—Granted CP new station 1240 kc 250 w unl.

**AM—1450 kc**

**Joseph P. Ernst, Riverton, Wyo.**—Granted CP new station 1450 kc 250 w unl.

**AM—900 kc**

**Progressive Pub. Co., Clearfield, Pa.**—Granted CP new station 900 kc 500 w D.

**AM—630 kc**

**Pat Murphy Courington, Albertville, Ala.**—Granted CP new station 630 kc 500 w D.

**AM—1260 kc**

**Seminole Bcstg. Co., Seminole, Okla.**—Granted CP new station 1260 kc 500 w D.

**AM—1330 kc**

**Graham Bcstg. Co., Graham, Tex.**—Granted CP new station 1330 kc 500 w D.

**AM—1310 kc**

**Taft Bcstg. Co., Taft, Calif.**—Granted CP new station 1310 kc 500 w D.

**AM—930 kc**

**Strafford Bcstg. Corp., Rochester, N. H.**—Granted CP new station 930 kc 1 kw D.

**AM—900 kc**

**Northwest Bcstg. Co., Fargo, N. D.**—Granted CP new station 900 kc 1 kw D.

**AM—1300 kc**

**Rose Bowl Bcstrs., Pasadena, Calif.**—Granted CP new station 1300 kc 1 kw D.

**Petition Granted**

**Lincoln Bcstg. Corp., Lincoln, Neb.**—Granted petition requesting reconsideration and grant without hearing of application, and application was removed from hearing docket and granted for new station 1480 kc 1 kw unl. DA; cond.

### FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,415 licensed, 488 construction permits, 298 applications pending (of which 390 are in hearing); FM—65 licensed, 249 conditional grants, 698 CPs, 55 applications pending (71 in hearing); television—six licensed, 63 CPs, 17 applications pending (eight in hearing).

**AM—860 kc**

**WOAY Oak Hill, W. Va.**—Granted CP increase 250 w D to 1 kw and install new trans.

**Modification of CP**

**WMBD Peoria, Ill.**—Granted mod. CP install new trans., make changes in DA and mount FM ant. on No. 4 tower, change trans. and studio location.

**SSA—Denied**

**WGAT Utica, N. Y.**—Denied application for SSA to operate beyond local sunset to 6 p.m. (EST) using assigned frequency and power.

**KSFA Nacogdoches, Tex.**—Denied application for SSA to operate after sunset until 11 p.m. (CST) on specified dates.

**CP Revoked**

**Cumberland Gap Bcstg. Co., Middlesboro, Ky.**—Adopted order revoking CP authorized Pinnacle Bcstg. Co. for new station at Middlesboro, Ky., on Jan. 9, 1947, and further ordered that application of Cumberland Gap Bcstg. Co. be reinstated.

**Petition Granted**

**Turlock Bcstg. Group, Turlock, Calif.**—Adopted order granting petition of Turlock Bcstg. Group for reinstatement of application and acceptance of amendment filed with petition which removes contingent request appearing in said application; said amendment was accepted and application, as amended, was reinstated.

**Pacific States Radio Engineering, Pittsburg, Calif.**—Granted petition requesting reinstatement of application and acceptance amendment filed with petition which provides current data on applicant's qualifications and increase in power to 500 w; amendment was accepted and application as amended, reinstated.

**Petition Denied**

**Catonsville Bcstg. Co., Catonsville, Md.**—Denied petition asking Commission to reconsider and grant without hearing its application.

**Petition Granted**

**Western Illinois Bcstg. Co., Jacksonville, Ill.**—Granted petition insofar as it requests removal of its application from hearing docket; said application was removed and placed in pending file until decision in re notice of proposed rules concerning daytime skywave transmissions; denied petition insofar as it requests grant of application.

**AM—1510 kc**

**WAUX Waukesha, Wis.**—CP make changes in vertical ant. and mount FM ant. on AM tower.

**FM—97.7 mc**

**Harold L. Sudbury, Blytheville, Ark.**—CP new FM station (Class B) on Channel 249, 97.7 mc, ERP 6.3 kw.

**License for CP**

**KRJM Santa Maria, Calif.**—License to cover CP as mod. which authorized new FM station.

**FM—94.5 mc**

**Herald Pub. Co. of Klamath Falls**—CP new FM station (Class B) on Channel 233, 94.5 mc, ERP 5.9 kw.

**Andave Radio Co., Milwaukee**—CP new FM station (Class B) on frequency to be assigned by FCC, ERP 36.9 kw, and ant. height above average terrain 500 ft. AMENDED to change name from Andave Radio Co. to WEST Inc. Specify studio location.

**AM—940 kc**

**KIOA Des Moines**—Mod. CP to increase height of, and mount FM ant. on, one ant. of AM DA.

**AM—1410 kc**

**WWSC Glens Falls, N. Y.**—CP change from 1450 to 1410 kc, 250 w to 1 kw, install new trans. and DA-DN and change trans. location.

**Assignment of License**

**WDSU WDSU-FM New Orleans**—Consent to assignment of license and CP of AM station and CP of WDSU-FM to Stephens Bcstg. Co. Inc.

Now Mississippi's Greatest Show
on the air
620 K.C.
ON YOUR DIAL
WRBC
JACKSON
• MUTUAL
• NETWORK
rebel broadcasting co.
Serving
★ MISSISSIPPI
THE BRANHAM COMPANY, Representatives • 5 KWD 1 KWN

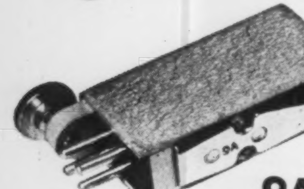
TESTIMONIALS
We Got 'Em!
BEAUMONT AND HOHMAN
"We have been most satisfied with 'The Texas Rangers' and so has our client, and for that reason we are continuing it another 13 weeks."

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.
*Write or Wire for Complete Details*
The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
*Geo. E. Halley, Mgr. Syndicated Features*
PICKWICK HOTEL, KANSAS CITY 6, MO.

1000 NIGHT
5000 DAY

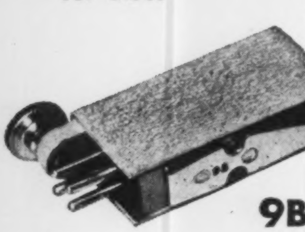
Mississippi's cotton crop forecast for 1947 is 1,600,000 bales, an increase over 1946 of 553,000 bales. This is a sure indication of prosperous times in Mississippi.
WJDX
NBC
in
JACKSON, MISSISSIPPI
"Selling America's Fastest-Growing Up-And-Coming Market!"
NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

DOUBLE CHECK!



9A

✓ If you play more vertical than lateral cut discs



9B

✓ If you play more lateral than vertical cut discs

**Check . . . the 9A and 9B Reproducers for either vertical or lateral cut discs. The 9A, with a diamond stylus tip of 2 mil radius, is especially recommended for vertical cut. The 9B, with a sapphire stylus tip of 2½ mil radius, is used to best advantage in lateral cut discs. Both are designed to insure minimum introduction of distortion and maximum elimination of record noise. Whatever your needs, they'll be met by one of the 9 Type Reproducers and 109 Type Reproducer Groups. Details? Ask your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.**

**Distributors: In the U. S. A.—Graybar Electric Company. In Canada and Newfoundland—Northern Electric Company, Ltd.**

Western Electric

Distributed by Graybar
OFFICES IN 90 PRINCIPAL CITIES

-QUALITY COUNTS-

## Record Companies

(*Continued from page 17*)

the music czar. Opinion of key executives in radio and related fields (See page 17- was crystallized on the necessity of an all-out fight to defeat his high-handed and un-American tactics once and for all. (See editorial page 16.)

The only misgiving evident on the entire radio front was the fear that the ebulliant Petrillo might be successful in enticing some entity in radio or the recording field to play ball with him and thereby break the solid front. That was done in 1944 in breaking the recording strike, but, it was pointed out, there was no Taft-Hartley or Lea (anti-Petrillo) laws then.

### This Is Showdown

Everywhere, it was conceded that the showdown stage had been reached. The stakes were said to be Petrillo's complete control of music in all forms and by whatever means of rendition, or Petrillo's demise as a labor leader.

While music users were not counting upon it, there nevertheless was speculation about the part the Federal Government would play in the upcoming crisis. Somewhere along the line, it was felt, the new Labor Relations Board would become a factor, because of the deleterious effect of any stoppage of radio upon the whole public.

The special session of Congress called for Nov. 17 by President Truman following consultations with Congressional leaders last Thursday might also become of significance. While this session has a singleness of purpose—the European food crisis—there nevertheless is nothing to prevent senators or representatives from taking cognizance of any situation commanding national attention. Mr. Petrillo's latest defiant outburst against the new labor laws, it was thought in legislative circles, might readily bring repercussions at the session next month.

Although speculation as to the course which the Industry Music Committee might take in preparing to meet the union crisis was premature, there was little doubt that elements of the recording and transcription businesses at least were bracing themselves for a fight.

### Building Up Stockpiles

Cutting turntables were whirling as never before as manufacturers worked to build up stockpiles of master discs from which new releases could be made after the musicians' walkout.

Although no company would publicly estimate the potential backlog it could amass before the Petrillo ban becomes effective at midnight Dec. 31, some were reported to believe that they could produce enough to keep issuing new releases for at least a year.

Transcription firms, many of which depend more upon dramatic productions than musical, were regarded as occupying a slightly better tactical position than that of the record firms, but many of them, too, were transcribing programs at stepped-up speed.

Music publishers were reported to be cooperating with recording firms in making available tunes which are scheduled for exploitation after the first of the year.

As the companies labored feverishly, some paused to wonder why Mr. Petrillo had elected to announce his intentions to withdraw musicians from recording or transcription work so far in advance of his D-day. One executive of a major record firm guessed that the AFM leader, in adopting those tactics, had shrewdly counted on perhaps inadvertent assistance from the industry in circumventing the Taft-Hartley act, the legislation at the core of the present difficulty.

By giving a 70-day warning of the walkout, this executive speculated, Mr. Petrillo was inviting the companies to (1) record enough music before Jan. 1 to carry them through 1948 and (2) during that year to encourage their able attorneys to work out a solution compatible with the Taft-Hartley act.

Mr. Petrillo has made no effort to conceal the fact that the outlawing by the new legislation of royalty payments to the AFM by record companies is a major reason for his decision to pull the musicians out of recording and transcriptions.

It was this royalty agreement between the AFM and the record companies that ended a protracted musicians' walkout in 1944.

### Meeting Tuesday

The meeting of recording companies out of which came the decision to appoint representatives to the industry music committee was held Tuesday at the invitation of A. D. Willard jr., executive vice president of the NAB, who, with Richard P. Doherty, director of employer-employe relations, attended along with officials of 11 record firms.

Following the three-hour meeting, a statement was issued explaining that the representative manufacturers had "approved the formation of a preliminary committee to be appointed for the exchange of information and ideas and to participate in discussions with the NAB's Industry Music Committee."

Mr. Willard described the meeting as a success because it had demonstrated that record manufacturers thought it worthwhile to cooperate with broadcasters in taking measures against unreasonable union action.

It was known that MGM, RCA Victor, Decca, Columbia Recording Corp., and Capitol were firms to be represented.

Representatives of seven major syndicated transcription services met Thursday and appointed Charles Gaines, executive producer for the Frederic W. Ziv Co., New York, to represent them on the committee. Joseph W. Bailey, vice president of Louis Cowan Inc., New York, was appointed an alternate representative.

Several weeks ago the library transcription services, during an informal meeting held coincident with a luncheon given by Broadcast Music Inc., in New York, elected Richard S. Testut, vice president and general manager of Associated Program Service Inc., to represent them on the NAB committee.

Possible effects of a long work stoppage by musicians in the recording and transcription firms were being carefully studied.

It was thought that although the major record manufacturing firms would be able to build up—in the period between now and the work stoppage—enough backlog to see them through a long winter and perhaps even a year of new releases, smaller companies without the resources to invest in that expensive undertaking would suffer seriously if the stoppage were prolonged.

There was some talk of recording in Mexico or England in the event of a walkout by the AFM, but one recording executive recalled that during the last AFM no-work period British musicians refused to export records and thus effectively cooperated with the AFM.

The president of a small independent record firm in New York said there was nothing the little company could do but sit tight and continue business as though nothing had happened, or was about to happen.

It was felt in some quarters that transcribed network programs would be seriously affected by the ban. Executives of Philco Corp., Hutchins Agency and ABC were planning to confer this week as to possible measures to be taken to

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## Lever Subsidiary

ONE of Lever Bros. newest companies, Harriet Hubbard Ayer Inc., effective Oct. 20, started sponsorship of spot announcements and participation shows in approximately 40 major markets. Contracts will run through the end of the year. Federal Advertising Agency, New York, will handle the campaign.

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## MBS Sales

SALE of network time with an aggregate value of $3,000,000 in the ten days preceding Oct. 20 was announced last week by MBS. This figure, according to Jess Barnes, Mutual's vice president in charge of sales, is based on contracts signed with Kaiser-Frazer Corp., International Milling Co., Pilot Radio Corp., and the Coca-Cola Co.

continue the Bing Crosby show, perhaps the most notable of programs of this type, in the event of an AFM walkout. These executives said last week it was still too early to tell what course of action might be followed.

One element in the broadcasting business which would be sure to feel the effects of a recording ban eventually was the disc jockey trade, which feeds voraciously on new recordings. The question here seemed to reside in whether the public would listen in its present droves to the record programs if new releases were not available.

### Conservation Plan

Transcription and record companies in Chicago offered a counter-plan to institute a "musical conservation program" comparable to the Government's "save meat and bread plan."

According to spokesmen for major transcription producers and music libraries, unreleased recordings, accumulated to meet the expected ban with a backlog of popular selections, would be issued at the rate of "one or two a week."

The transcription firms—Standard, World and Cole—indicated however, their situation was "considerably worse" than that of the record companies, particularly the Big Three—Decca, RCA and Columbia which, they said, had hundreds of masters of tunes not even released in sheet-music form.

"They also have plenty of waxings by top radio and movie talent," one spokesman explained. "They should easily last two years before going back into the files."

If such action became an eventuality, he continued, the recording companies can release pressings of "out-of-date" hot jazz and "period" music which, up to now, has belonged to the collectors' item category.

Full speed in the present and confusion about the future after Dec. 31 characterized the Hollywood operations of both transcription and record manufacturers.

All are alert to the possibilities of bootlegging by AFM musicians under assumed names in both transcription and recording fields. Executives and musicians alike express such sentiments. Although it is recognized that a black list might immediately be attempted by the union.

In production of dramatic transcription series, it is felt that ample stock music exists for transitions and could be dubbed from any of several standard libraries. Where transcribed programs rely upon music more completely it is felt in Hollywood that bootlegging is one possibility and recording over the line in Mexico another likelihood. The effect of the proposed ban upon programs like the Bing Crosby series is still undecided. It is known that the Crosby organization has sought a ruling from the union and certain AFM executives in the west are inclined to believe that Petrillo's action is not aimed at programs of that type.

There is a definite feeling in Hollywood that a second musicians union could get considerable support from men who are faced with the prospect of no work at all. Musicians' sentiment is not strongly behind Petrillo in this latest move, West Coast authorities believe, and such a possibility is frankly being considered by the music makers themselves.

Transcribed series in production in Hollywood studios are being rushed to completion of 52-week cycles when and where humanly possible. Recording studios are being worked overtime toward readying as large a backlog of record and transcription material as time and personnel will allow.

# Revision of Commercial Part Of Code Proposed by NCAB

REVISION of the commercial section of the NAB code was asked in a resolution passed by the North Carolina Assn. of Broadcasters during a Monday, Tuesday meeting at Sedgefield Inn last week.

Mr. Essex

Spending a half day on the code the 115 broadcasters present, representing 43 stations, heard Harold Fair, NAB Program Director, explain the code and then went into a detailed discussion of all of its provisions. The only serious criticism was made of the commercial section.

Harold Essex, managing director of WSJS Winston-Salem and WMIT, its FM affiliate, was elected president of the group.

### U. of N. C. Radio Activities

At the Monday luncheon Earl Wynn, head of the new Communication Center at the U. of North Carolina, spoke about radio activities at the school. During the afternoon the meeting heard Mr. Fair explain the code.

In the evening Winston-Salem, Greensboro and High Point stations were hosts at a cocktail party and furnished the talent for a show at the association dinner.

Tuesday morning Thomas D. Connolly, CBS director of program promotion, spoke on "Promotion." There was a general music discussion which was presided over by Mr. Essex, who is also chairman of the Fourth District NAB Employer-Employee Relations Committee. Mr. Essex pointed out that broadcasters shouldn't discount James Caesar Petrillo's promise to pull AFM music off the networks the last of January.

Ken Sparnon, of BMI, spoke on station relations.

Other officers elected were Robert Wallace, WOHS Shelby, vice president; James Campbell, WKNS Kinston, secretary-treasurer; Allen Wanamaker, WGTM Wilson as member of the executive committee. Frank Jarmon, WDNS Durham, the retiring president, will also be a member of the executive committee. The next meeting will be held sometime in June. Both Asheville and Wilmington have asked for the meeting.

The resolution on the code follows:

Be it resolved that the proposed Standards of Practice be revised to the effect that the three minute rule in 15-minute participating segments exclude the time used for the station break (not to exceed 30 seconds) following the program segment.

Be it resolved that the proposed Standards of Practice be revised to the effect that commercial time allotted to 5-minute program be increased to one minute and 30 seconds and that the commercial time allotted to 10-minute program be increased to 2 minutes and 30 seconds, and in the case of news allow a middle commercial to be included in the total allotted commercial time.

Be it resolved that the proposed code should be modified so as to provide that a short "service" announcement (end time, ect.) be permitted between two programs in addition to a regular commercial announcement.

Be it resolved that the proposed code require that religious broadcasts, either commercial or sustaining, be properly identified as to sponsorship of auspices.

WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION

FM STATION

W---- CAPITAL OLD DOMINION

NOW OPERATING

18½ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

*In this Major Market*

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern
Charlie McCarthy
Fred Allen
Jack Benny
Bob Hope
Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

Drum Up

MORE SALES!

A recent survey of 13 major U. S. markets proved the rich Cleveland area ranked 2nd in number of radio homes. In this area, plus 9 surrounding counties, WJW reaches 95% of the homes and 94% of the total retail sales. Here's a large responsive audience—a rich, progressive market. Drum up more sales—more profits per advertising dollar with *Cleveland's Chief Station.*

WJW

BASIC
ABC Network

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

## Open Mike

(*Continued from page 81*)

ceivers is for phonograph combinations, and the sale of records today is many times larger than it was before radio was invented . . .

*Ted Leitzell*
*Zenith Radio Corp.*
*Chicago, Ill.*

* * *

### Likes Our Comparative Network Schedule

EDITOR, BROADCASTING:

The network schedules folder is a great idea and I have found it of great use. It should be on the top of every buyer's desk.

*Carlos Franco*
*Young & Rubicam Inc.*
*New York*

* * *

### Disclaims Report On CRMC Address

EDITOR, BROADCASTING:

I was astonished to read, in this week's BROADCASTING, remarks attributed to me—in connection with the Radio Management Club's Chicago meeting . . .

At no time did I say that WMLO "did not intend to accept or live up to the Code." On the contrary, I said that it would be unfortunate if our own trade association were to adopt a Code so utterly impossible for independents that this numerically great segment of the industry could no longer be represented in the Association.

Nor did I say—"the real reason behind the Code is that the networks were jealous of the increasing share of audience being built up by independent stations."

The *only* comment I made about the networks was, in discussing some of the impracticalities of the proposed Code, I pointed out that biased commentators were prohibited (which I think a good idea) and that I doubted seriously if Mutual would give up Fulton Lewis jr. or ABC give up Walter Winchell.

As to my letter to Charley Caley, I pointed out in this letter that the problems of network affiliates differed so widely from those faced by independents that it would be hard to reconcile the differences without greater Independent Station representation on the Committee. Moreover, I never asked anyone to join anything. I was simply asked to express my personal opinion and I did so . . .

*Jerome Sill*
*Exec. Vice President*
*WMLO Milwaukee*

* * *

"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

### Refers to Copyright On 'Scramby-Amby"

EDITOR BROADCASTING:

In your recent edition of BROADCASTING you carried an insert to the effect that Perry Ward, who has just joined a station in a programming capacity, was the originator of *Scramby Amby*.

I believe an error should be corrected as I am offering this show which I own copyrighted in 1940 and this article has caused me a little embarrassment in the agencies.

Perry Ward was . . . m.c. for the show when it originated on the West Coast for Sweetheart Soap and at no time has he or any other person participated in the ownership rights to *Scramby Amby*.

My best wishes to BROADCASTING.

*Ray Shannon*

## Record Ban

(*Continued from page 16*)

automobiles."

Reminded that some major recording companies had built up a considerable backlog of records, he replied defiantly: "I don't care if they have a backlog of five years. Let them use them. We will stop making them Dec. 31. We are going to protect ourselves and will do that by never again making a recording or transcription. There is no other way, by contract or otherwise, to protect ourselves.

Asked if the union had reconsidered its position on the possibility of forming an organization to make its own records, Mr. Petrillo asserted that the union, after long deliberation, had decided against it. It was a choice, he explained, between stopping all recordings or making "our own records."

"If we could make them ourselves, we could say where they were going and who would use them. . . . We can't go into business for ourselves because we would run into the anti-trust laws," he added.

### 'Everything' Barred

Exact effect of the ruling, Mr. Petrillo continued, was that after Dec. 31, "everything is out." That means, he said, no new recordings and transcriptions for broadcasting, juke boxes and home use. It also means, he pointed out, elimination of the practice employed by some radio stars of making recordings for broadcast in advance of the regular broadcast time.

"That doesn't mean we won't be willing to play at the broadcasts of people who have been making program recordings," he emphasized. "It just means that now we will play at the time the program is broadcast."

On the subject of royalties, Mr. Petrillo said his union had collected $2,000,000 this year, which he characterized as the "best year yet," in contrast to other years when lack of shellac and manpower hindered the making of discs and curtailed payment of royalties.

While the Taft-Hartley Act expressly forbids payment of royalties directly to unions, except for health and welfare funds jointly administered by employers and workers, Mr. Petrillo denied that the union's decision had anything "to do with the Taft-Hartley Act."

"We're losing employment," he stated flatly, adding that recordings bring individual members of the union "only about $5,000,000 annually."

Mr. Petrillo said no recording firm would be allowed to record a concert, but acknowledged there was still room for interpretation on some points of the ban, such as use of "reference recordings" which are used for the purpose of correcting flaws in orchestral performance. He termed that an "individual case which would have to be worked out."

Mr. Petrillo confirmed his announcement retaining the ban on duplication of AM musical programs on FM or use of union musicians on FM network programs.

He reiterated his contention that "FM is a separate business." "If FM wants union musicians, let them hire them at scale. If they can't afford it, they shouldn't be in business."

## Feature

(*Continued from page 10*)

variety program, features a 20-piece orchestra, a dramatic group, 300-voice chorus and other campus talent. It is being transmitted through the facilities of WPTF Raleigh, WBT Charlotte, WBIG Greensboro, WSJS Winston-Salem and WWNC Asheville, with the staff of the Communication Center handling writing, production and origination.

Three of the five series—a dramatic workshop, round-table forum and musical show for children—will be broadcast by the Tobacco Network. A 30-minute discussion by professional writers is to be heard over WDNC Durham, WSTP Salisbury and WBIG in the near future. Other stations are expected to join later.

In conjunction with the university's broadcasting project, the school offers a BA degree in radio, with courses including an introductory survey, continuity writing, beginning and advanced radio writing, voice training, microphone technique, beginning and advanced radio production, program planning and radio newswriting.

Earl Wynn is director of the Communication Center. Before war service with the Navy's Training Film and Motion Picture Branch, Mr. Wynn was an assistant professor in the dramatic art department of U. of N. C. At that time he produced a series of dramatic shows from Chapel Hill on a coast-to-coast Mutual network.

A campus building has been entirely redesigned and converted for broadcasting use with three modern studios and a centrally-located control room.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Mellin Music

FORGIVING YOU

On Transcriptions: ASSOCIATED—Vic Damone; CAPITOL—Skitch Henderson; LANG-WORTH—Tommy Tucker.

On Records: Harry James—Col. 37588; Johnny Johnston—MGM 10076; Sammy Kaye—Vic. 20-2434.

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y

# Griffith Dismissal Petition Is Scored

## *FCC Hits Accepting Pay For Withdrawal of Application*

FCC ISSUED last week, on a split vote (5-2), a stern warning that it does not sanction withdrawal of applications where the effect is to avoid hearings and where the withdrawing applicant accepts reimbursement for out-of-pocket expenses from his erstwhile rival.

The warning was contained in a memorandum opinion and order denying H. J. Griffith's petition for dismissal of its application for a new station on 1310 kc with 1 kw at Parsons, Kan., which had been set down for competitive hearing with Four States Broadcasters' application for Joplin, Mo.

Mr. Griffith told the Commission that since filing for Parsons he had received a grant for El Paso and acquired 40% interest in KWFT Wichita Falls, and now wished to devote fulltime to those two stations. He said Four States Broadcasters had promised, if they received a grant, to repay him for expenses he had incurred in prosecuting his application, up to $6,930.

The FCC majority contended "it is clear . . . that he is not furnishing anything of value to Four States Broadcasters," and that the Joplin applicant "will receive nothing" from him "except [his] withdrawal from the proceeding." Instead of granting Mr. Griffith's petition to dismiss his Parsons application without prejudice to refiling later, FCC denied that request and then, on its own motion, dismissed the application "with prejudice."

"The Commission is of the opinion that it is not in the public interest to permit dismissal of applications without prejudice (or amendments of applications to remove a conflict) where money is paid in connection with such petition which is in excess of the value of any material, equipment or services received by the party paying the money," the majority declared.

Comrs. E. M. Webster and Robert F. Jones dissented, declaring their belief that "it is not against the public interest to permit the payment of money to such persons as petitioner who desire to dismiss their applications without prejudice so long as such petitioner acts in good faith and the amount to be paid is not in excess of actual out-of-pocket expenses connected with the prosecution of his application."

They argued that "the only factor distinguishing this petition from others previously filed and granted by the Commission is the amount involved," and that "for that reason . . . petitioner should be afforded the opportunity to establish that this amount is in keeping with his actual expenses."

Comr. Jones also opposed FCC's dismissal of the Griffith application on its own motion, contending "the parties should be left in *status quo* with the responsibility on the part of both of them to move or plead as a result of Commission ruling on the petition."

Both he and Comr. Webster felt that FCC Rules provide for reporting "this type of transaction" but that the regulation (Sec. 1.366) "does not indicate such definitive interpretation of the particular considerations which meet with this Commission's approval and disapproval, respectively." Therefore, they argued, the rule "should be amended in accordance with new Commission policy before decisions of this nature are made."

They contended that the record showed no sign of bad faith on Mr. Griffith's part and that he should be given a chance to establish "that the amount paid to him is in keeping with his actual expenses and that such expenses are bona fide."

### Majority Views

The majority, however—retiring Chairman Charles R. Denny and Comrs. Paul A. Walker, E. K. Jett, Clifford J. Durr, and Rosel H. Hyde—felt that "the only reason apparent for the payment of money is that petitioner's withdrawal . . . will remove a conflict with the other application and thus obviate this factor as a reason for holding a hearing."

The majority continued:

> **Thus, through the use of the device of a petition to dismiss without prejudice, the Commission's procedures are being used as a means of securing money in return for removing one reason for holding a hearing. This view is reinforced by the fact that petitioner admits that he does not desire to operate a station in Parsons and also by the fact that petitioner is not entitled to receive his money unless and until the application of Four States Broadcasters, Inc., is granted.**
>
> **The Commission's hearing procedures are designed for the purpose of determining whether or not the granting of particular applications will be in the public interest. The Commission will not approve their use as a device for enabling one party to a proceeding, who admittedly has no further interest in the proceeding, to exact moneys from another party as the price for the former's withdrawal. . . .**

### *Upcoming*

**Oct. 27-29:** Canadian Assn. of Broadcasters Board of Directors meeting, Toronto.
**Oct. 27-29:** School Broadcast Conference, Hotel Continental, Chicago.
**Oct. 29-31:** Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
**Nov. 1:** NARBA Engineering Conference, Havana.
**Nov. 3-5:** National Electronics Conference, Edgewater Beach Hotel, Chicago.
**Nov. 8-9:** Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.
**Nov. 13-15:** National Assn. of Radio News Directors Second Annual Convention, Washington, D. C.
**Nov. 17:** Hearing on TV channel No. 1, FCC Hdqrs., Washington.

# *NBC Swings Towards Emphasis On Public Affairs Programming*

REORGANIZATION of NBC departments concerned with public service broadcasts [BROADCASTING, Oct. 20] last week was characterized as portending increased interest by the network in programs on public affairs.

Ken R. Dyke, NBC administrative vice president in charge of programs, public service and continuity acceptance, said that the reorganization was intended to improve the coordination among network departments with respect to public service shows, and he indicated that NBC would henceforth pay added attention to such programming.

"If an important project in this field warrants it," he said, "we will not hesitate to cancel commercials."

Mr. Dyke also announced the scheduling of a weekly half hour, Sundays 4:30-5 p.m., for regular presentation of public affairs programs in addition to those already carried by the network.

The new period, tentatively named *The World We Face*, will be reserved for programs of all kinds dealing with public issues. No particular format will be established for shows broadcast in that period, so that programming flexibility will be obtained, Mr. Dyke said.

In the departmental reorganization, two new divisions were established, the Talks Division, which will be responsible for clearance, approval and booking of all talks made on NBC, and the Organizations Division, which will be responsible for maintaining liaison with social, educational, religious, labor, business and other groups.

Mr. Dyke announced the following appointments: Dwight Herrick, operations manager, Public Affairs and Education Dept.; Margaret Cuthbert, manager, Organizations Division; Jane Tiffany Wagner, assistant manager, Organizations Division, and Doris Corwith, manager, Talks Division. Sterling Fisher was named advisor on public affairs and education, reporting to Mr. Dyke.

A public affairs board, which will meet probably bi-weekly to assist Mr. Dyke in coordinating all public affairs activities, also was appointed. It includes: Mr. Dyke, chairman; William F. Brooks, vice president in charge of news and international relations; Thomas C. McCray, national program manager; Mr. Fisher; William McAndrew, assistant to the vice president in charge of the NBC Washington office, and Mr. Herrick.

Showmanship
— in Programming
— in Merchandising
— in Promotion
That's what keeps listeners tuned in
—and keeps KDYL advertisers happy!
National Representative
JOHN BLAIR & CO.
KDYL
SALT LAKE CITY
UTAH'S NBC STATION

BOSTON'S
EXCLUSIVE
ABC
OUTLET
Serving the entire
Metropolitan area
of 3 million people
A COWLES STATION
Represented nationally by the Katz Agency
WCOP
1150 on your dial

## CCBS

(*Continued from page 15*)

clears may be hurt and also some regionals," but that the overall gain in service to listeners should be paramount.

The CCBS plan, first disclosed unofficially exactly a year ago [BROADCASTING, Oct. 28, 1946], would divide the U. S. into five regions and put four 750-kw stations, each affiliated with a different network, into each region. The stations chosen by CCBS are its 16 member stations and four others designated "for illustration only." The regions, stations, frequencies, and types of antennas recommended were:

NORTHEAST

WHAM-Rochester (1180 kc)—Nondirectional.
KDKA Pittsburgh (1020 kc)—Nondirectional.
WCAU Philadelphia (1210 kc)—Nondirectional.
WBZ Boston (1030 kc)—Directional.

SOUTHERN

WSB Atlanta (750 kc)—Nondirectional.
WHAS Louisville (840 kc)—Nondirectional.
WSM Nashville (650 kc)—Nondirectional.
WWL New Orleans (870 kc)—Directional.

GREAT LAKES

WLS Chicago (890 kc)—Nondirectional.
WLW Cincinnati (700 kc)—Directional.
WJR Detroit (760 kc)—Directional.
WGN Chicago (720 kc)—Nondirectional.

WESTERN

KOA Denver (850 kc)—Nondirectional.
WBAP-WFAA Ft. Worth-Dallas (820 kc)—DA, night.
WHO Des Moines (1040 kc)—Directional.
WOAI San Antonio (1200 kc)—DA, night.

PACIFIC

KFI Los Angeles (640 kc)—Directional.
KPO San Francisco (680 kc)—Directional.
KGO San Francisco (810 kc)—Directional.
KSL Salt Lake City (1160 kc)—Nondirectional.

(To promote better inter-American relations, CCBS thought WBAP-WFAA and WOAI might be operated on a nondirectional basis.)

The clear-channel group also proposed (1) remove the 50-kw limitation and authorize increases up to 750 kw on the remaining 1-A channels "and (to the extent permitted by international, engineering and economic factors) on other 1-B channels"; and (2) to whatever extent possible, increase power for stations on regional and local channels, "insofar as groundwave service will be expanded thereby and particularly in the daytime."

CCBS recognized that international agreements would limit the extent to which some phases of its plan might be implemented. But it also regarded the plan as "additional protection" for the U. S. "against the demands made and inroads threatened by other North American countries." CCBS offered specific proposals for changes in NARBA in line with the 20-station plan (story page 92).

Mr. DeWitt estimated it would take one and a half to two years to get the proposed 750-kw operations on the air. He thought network affiliation changes would come during "normal processes of competition."

### NBC Challenges Plan

Among the networks, NBC strongly challenged the plan in greatest detail. At one point CCBS counsel asked Mr. DeWitt, then on the stand, whether it didn't appear that NBC was advocating duplications, but Comr. Rosel H. Hyde, only FCC member sitting, sustained the objections of NBC attorneys who contended the question was unfair since NBC had taken no position justifying it.

Testimony for Regional Broadcasters Committee, apparently to be based largely on BMB survey data, was started Thursday morning but was cut short to await the arrival of BMB President Hugh M. Feltis and Research Director John K. Churchill—on subpoena, if necessary—to testify on procedures used in the survey.

Alfred Politz, market research expert, was preparing to present coverage maps based on BMB data when CCBS and FCC counsel challenged use of the survey until it had been properly authenticated. RBC counsel then requested subpoenas and was told they would be issued, returnable today (Monday), unless the BMB officials could be contacted and would voluntarily appear earlier.

Subsequently subpoenas were issued for Richard Wycoff and George Baille, who actively participated in the BMB survey, and they with Mr. Feltis were on hand Friday morning to testify to procedures followed. Mr. Churchill, on a vacation trip to South America, could not be reached.

**PRESENTING** the clear channel group's bid for a nation-wide coverage plan based on 20 stations operating with 750-kw power, John H. DeWitt Jr., president of WSM Nashville and engineering director of Clear Channel Broadcasting Service, is shown as he testified last Tuesday at FCC's clear-channel hearings, with Comr. Rosel H. Hyde, who presided, in the background.

Legal principals in the week's sessions included Louis G. Caldwell, CCBS; Paul D. P. Spearman, RBC; Gustav B. Margraf, NBC; Julius F. Brauner, CBS; Andrew G. Haley, ABC, and Assistant General Counsel Harry M. Plotkin and A. Harry Becker, FCC.

Running account of the sessions:

### MONDAY

Opening the sessions Monday morning, coverage maps and population data for the various classes of stations were presented and reviewed by Harold Anderson and George Leonard Watters of FCC's Engineering Dept. Measurements of KFI Los Angeles' field strength at various locations, made after a group of witnesses testified more than a year ago that they encountered difficulty receiving KFI programs, were submitted by George Jensen, also of FCC.

C. Maurice Wieting, director of information services for National Council of Farmer Cooperatives, urged that 540 kc, recently authorized for broadcast use, and "other wavelengths" be allocated "so that in each of the 48 states or regions there will be at least one . . . educational station which will have at least 5,000-w power and unlimited time on the air."

"These stations might also be used by candidates for public office" to give more equitable opportunity to candidates who lack "great sums of money," he declared.

He disclaimed advocacy of clear-channel breakdowns but said that "if this should be the action of the FCC we ask that some of the new wavelengths then made available be granted to educational stations so that they can improve their service to farmers."

Mr. Caldwell raised the question of FM evidence in the hearing, referring to the Commission's exclusion of such information and calling attention to FM data introduced last year by CBS. Comr. Hyde ruled that "such information that has been introduced about FM will have to be ignored."

### TUESDAY

The FM ruling evoked a protest, when the sessions resumed Tuesday morning, from Mr. Brauner, CBS general attorney, who asked for reconsideration of both the Commission's decision and Mr. Hyde's ruling.

Mr. Brauner said the ruling indicated (1) that FCC intends to treat AM and FM as "entirely separate" services without considering the possibilities of using them to supplement each other in achieving nationwide coverage, and (2) that FCC has decided FM "cannot develop into a significant service in the foreseeable future."

The former, he said, would be contrary to law while the second, he felt, would be contrary to fact. Comr. Hyde replied that the rulings were "in no way" a statement of FCC attitude toward FM. He suggested that a petition to the full Commission would be the proper method of requesting reconsideration.

Mr. DeWitt opened CCBS testimony with a series of maps depicting coverage by networks and by classes of stations.

### 'Possible Remedies'

Mr. DeWitt outlined several "possible remedies" which had been studied by CCBS and rejected for technical, economic or other reasons, which he specified at length. These "remedies" included use of low frequencies (long waves); grouping of clear channels at the low end of the present AM band; use of international frequencies (short wave); duplication on present clears using 50 kw at night; daytime duplication on clears; relocation of stations retaining 50 kw on clears; and increased power for each class of station.

The "only practical approach," he concluded, is in a combination of (1) power increases for 1-A and "certain" 1-B stations to provide improved groundwave and both daytime and nighttime skywave service; (2) use of Class 2 daytimers "with distance separation, power and hours of operation adjusted" to keep interference to the dominant station at a minimum; (3) daytime power increases for regional and local stations "where possible."

Presenting the CCBS "20-station plan," Mr. DeWitt emphasized

KNOW
The Most Listened-to Station in
AUSTIN
Morning, Afternoon and Night
AMERICAN BROADCASTING COMPANY ● TEXAS STATE NETWORK
WEED & COMPANY, National Representatives

**PRINCIPALS** in clear-channel sessions included (l to r): Paul D. P. Spearman, counsel for Regional Broadcasters Committee; Andrew G. Haley, counsel for ABC; Victor A. Sholis, director of WHAS Louisville and of Clear Channel Broadcasting Service; Louis G. Caldwell, CCBS counsel; A. Harry Becker, of FCC Legal Dept., and Harry M. Plotkin, FCC assistant general counsel.

that nighttime coverage problems can be solved only by using skywaves to supplement existing groundwave services.

He introduced maps to show that, with Type D nighttime skywave service provided by 750-kw stations, most parts of the nation could be given a choice of four signals, and that with Type E-plus, somewhat inferior to Type D but in his opinion a great improvement over existing service in many areas, virtually all sections would have at least four and often many more signals to choose from.

Directional antennas, Mr. DeWitt said, would be used by coastal 750-kw stations and, as necessary, by those located inland, to extend coverage in desired directions. He said 750 kw was chosen as the desired power for these stations because it will provide "highly useful skywave service at any latitude" to the point where, "in my opinion, listeners will regard it as dependable."

The CCBS engineer said that, in choosing stations for 750-kw operation, all 16 of the CCBS member stations had been picked for "many compelling reasons" apart from "legitimate self-interest." These, he said, included desirable locations from the standpoint of geographic distribution, economic ability of the communities to support them, and nearness to sources of information, culture, business and entertainment. CCBS member stations, he added, are independently owned, their respective managements have had long experience in radio, and most of them have been seeking higher power for "over a decade."

The four nonmembers of CCBS selected for 750-kw operation—KOA Denver, KPO and KGO San Francisco, and KSL Salt Lake City—were picked "for illustrative purposes only," but with the choices dictated largely by technical considerations, he declared.

Although not perfect, Mr. DeWitt declared, the CCBS proposal meets "all the requirements which should characterize any such plan: that is, most of it is capable of being put into effect in the immediate future; it causes a minimum upset in the present allocation structure; no untried and long-range expedients of doubtful outcome are relied upon, and it is technically and economically feasible."

## WEDNESDAY

Mr. DeWitt returned to the stand Wednesday morning for cross-examination, led first by Mr. Spearman of the Regional Broadcasters Committee who queried him pointedly on interference ratios used in preparing his maps, their failure to show effects of skywave-to-skywave and skywave-to-groundwave interference, and the usefulness of western clear-channel stations' signals to listeners in the East.

Mr. Spearman contended that backscattering or radar effect, which the CCBS witness said was tested at WSM Nashville but which he felt must be the subject of much more extensive studies, constituted the only real interference argument offered by Mr. DeWitt against directionalized, back-to-back duplications on present clear channels.

The regional group's attorney questioned whether it wouldn't be impossible, under the CCBS proposal, for other states to have "anything comparable" to the 750-kw operations and whether, actually, it wouldn't be impossible for other states to have any full-time stations of more than 5-kw power.

Mr. DeWitt denied that this would result. Nor did he feel, as Mr. Spearman contended, that the proposal would be contrary to the equitable-distribution provisions of the Communications Act. Actually, he said, it is impossible to give each state a clear channel. "I don't think every state can support a 750-kw station," he added, declaring that "all we are trying to do here is to provide service."

Mr. Spearman sought to show that 750-kw operations would not make available, within some areas, as many different signals as the CCBS maps indicated.

Mr. DeWitt contended throughout that the maps and other CCBS exhibits were prepared on the basis of an engineering exhibit drawn up in a cooperative effort of FCC, CCBS, RBC, the networks and others. Mr. Spearman argued that his group had not agreed with "everything that went into" this exhibit.

To questions advanced by Mr. Haley, representing ABC, Mr. DeWitt said CCBS members had approved the 750-kw plan "in principle" and that they realized some network-affiliation changes would result, but felt that these would occur during "the normal processes of competition."

On the basis of earlier testimony, Mr. Margraf, counsel for NBC, contended that in southern latitudes service shown by CCBS as Type D, available 90% of the nights of the year, actually would be available about 65% of the nights and that in other sections it would be available up to only 84%. Mr. DeWitt insisted, however, that Type D is now provided in only a few areas by 50-kw operations and that many listeners who would receive Type D from 750-kw stations are now accustomed to "very poor" service.

Questioned as to what "dependable" service is, the CCBS engineering chief said he thought that skywave service which is present about 80% of the nights of the year would "begin" to be regarded as dependable in many sections and that listeners there will "like it a lot better than what they have now."

He said Type E-Plus, which he defined as skywave available 80% of the nights of the year, "certainly" can be regarded as serviceable.

Mr. Margraf elicited the information that some of CCBS' coverage maps were based on atmospheric noise ratios of 100-to-1, rather than the more recently designated ratio of 200-to-1. On the revised basis, he brought out, stations of 3000 kw, not 750 kw, would be needed to accomplish the coverage shown by CCBS in its plan.

Mr. DeWitt contended that use of the 200-to-1 ratio would make a comparable change in the maps on Type D service of existing 50-kw stations, since the showings on existing as well as proposed coverage were both prepared on the old ratio.

To detailed questions from Mr. Margraf, the clear-channel spokesman said the 750-kw plan might bring some reduction in the number of listeners to whom NBC service is now available from clear-channel stations. He conceded that KPO or KFI might leave NBC; that in the next region WHO, WFAA-WBAP or WOAI might move to another network; that in the South WSB or WSM, which he heads, might switch affiliations, and that in the Northeast NBC might lose KDKA, WHAM or WBZ.

But he insisted that the purpose

(*Continued on page 92*)

## COST OF CONVERSION TO 750 KW HELD HIGH

AGGREGATE COST of 20 stations' going to 750-kw power, as proposed in the Clear Channel Broadcasting Service's plan (story page 15), would range from $11,312,000 to $22,927,000, according to "high" and "low" estimates compiled by CCBS and submitted to FCC in presentation of the plan last week.

It was estimated that average hourly costs of operation would increase from $12.11 at 50 kw to a figure between $42.20 and $47.45 at 750 kw.

John H. DeWitt Jr., CCBS engineering director, said five firms supplied estimates of equipment costs. The "low" was $565,000 and the "high" $1,146,350, with an "average" of $872,200. These figures do not include the cost of a three-element directional array, which would boost estimates to $633,600 for "low," $1,287,850 for "high," and $975,390 for "average." Transmitters represent the bulk of the figures, with estimates ranging from $418,000 to $830,000 and averaging $630,930.

Mr. DeWitt said CCBS felt the "average" estimates represent "a safe figure" and that "if costs are pared as much as possible the low estimates in each category might be approached."

*Heard* by most . . .
*Preferred* by most
in the BUYING Ark-La-Tex

CBS
SHREVEPORT

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

*The Shreveport Times Station*

## CCBS

*(Continued from page 91)*

of the plan was to provide four network services within each region, that where a network lost one or more affiliates it would take on others, and "thousands would get a choice of four services for the first time."

Mr. Margraf questioned him in detail about the basis on which CCBS divided the country into regions, and on selection of stations for high-power operation. Mr. DeWitt said some of the stations were chosen because they are "independently owned" and that since "we're the only ones who have come in here with a plan [to provide better coverage], naturally we were going to see that our own members were in it."

He said several factors were considered in drawing up the "regions," including a desire to work CCBS members into the 750-kw phase. He said KMOX St. Louis and WCCO Minneapolis were not chosen because "they are not independently owned" (CBS owns both), and conceded that inclusion of these two might have added a service in some areas. Asked whether a different choice of stations might not have provided better service, he said "a different pattern" of service might have resulted "but I'm not sure it would be a better pattern."

Mr. Brauner, of CBS, contended that a study should be made to determine whether increases to 750 kw would reduce other stations' service areas, in order that the net gain or loss can be appraised. He also raised questions about the economic effects which 750-kw operation might have on stations with lesser power, eliciting a response that no investigation of this question has been made.

In answer to questions by Mr. Plotkin, Mr. DeWitt said he "assumed" that all CCBS member stations would apply for 750 kw if higher power is permitted, and estimated that 18 to 24 months might be needed to put 750-kw operations into effect, depending upon delivery of equipment. Asked whether failure to have all four networks represented among the higher-powered stations in each region would nullify the CCBS proposal, he said he was not in position to discuss affiliation questions in detail but that this phase would be treated in testimony by Victor A. Sholis, CCBS director and also director of WHAS Louisville, who is slated to take the stand this week.

### THURSDAY

In further cross-examination Thursday morning, Mr. Spearman contended—with Mr. DeWitt denying it—that regional and local stations are "the only people who are going to get hurt" under the CCBS plan.

Mr. DeWitt was followed by Mr. Politz, expert on market research and population surveys and president of Alfred Politz Research Inc., N. Y., who opened the presentation of the regional group.

Bulk of his case apparently was to be centered around maps prepared from BMB survey data, showing coverage of some 43 1-A and 1-B stations. But his presentation was broken off after the groundwork had been laid, pending arrival of BMB officials to testify and submit to cross-examination on procedures of the BMB survey.

Mr. Politz said BMB assigned him to evaluate its survey and that he conducted an extensive test in Westchester and the Bronx, on the fringes of New York City. The "overall discrepancy" between the results of his survey and BMB's, he said, was an "inflation" in BMB results.

When the regional group attempted to introduce the entire BMB survey into the record, Mr. Caldwell objected on grounds that witnesses were not available to authenticate it, that the area where Mr. Politz conducted his tests was not typical of all sections of the country, and that the regional group was "attempting to meet engineering facts with mail."

Responding to questions from Mr. Plotkin, Mr. Politz said he could not predict the accuracy of BMB's nation-wide survey on the basis of the evaluation in the New York area, but that he thought the chances of BMB being in error in most sections of the country were less than in the test area.

Best Sales spot
on the
dial

in
Buffalo

WGR
COLUMBIA
550

WGR Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.

National Representatives, Free & Peters, Inc.

## License Renewals for 25 AM Outlets Are Approved

LICENSE RENEWALS for 25 AM stations for the period ending Nov. 1, 1950, were approved by FCC last Thursday.

The stations:

KSLM Salem, Ore.; WHP Harrisburg, Pa.; WING Dayton, Ohio; WTSP St. Petersburg, Fla.; KTUL Tulsa, Okla.; KWKW Pasadena, Calif.; WBNS Columbus, Ohio; KCBC Des Moines, Iowa; KCBD Lubbock, Tex.; KDFN Casper, Wyo.; KDTH Dubuque, Iowa; KELA Centralia, Wash.; KFRO Longview, Tex.; KIEM Eureka, Calif.; KTBS and Auxiliary, Shreveport, La.; KTSM El Paso, Tex.; KUJ Walla Walla, Wash.; KVOE Santa Anna, Calif.; WBIG Greensboro, N. C.; WBRY and Auxiliary, Waterbury, Conn.; WCSC Charleston, S. C.; WFBL and Auxiliary, Syracuse; WLOW Norfolk, Va.; WSAR Fall River, Mass.; WWSR St. Albans, Vt.

**PREPARING** to throw switch launching 50-kw operation for KMPC Hollywood is Rozene Richards, daughter of G. A. Richards, at station's transmitter in North Hollywood. Herbert H. Wixson (l), sales manager, and Loyd Sigmon, chief engineer, smile approval.

* * *

## *KMPC ON NEW 50 kw, PLANNING EXPANSION*

AS result of power increase to 50,000 watts, effective Oct. 18, KMPC Hollywood is expanding its programming and promotion operations, according to Robert O. Reynolds, vice president and general manager.

Program wise, Mr. Reynolds reported that station is instituting block programming on Saturday, Sunday and Monday evenings. Saturdays a live variety program will be backed up against a two-hour program of recorded dance music featuring a name disc M.C. Sundays feature mysteries transcribed with three or four in succession commencing 8 p.m. Mondays are to have several dramatic programs also transcribed.

Station will also step up its special events coverage, Mr. Reynolds pointed out. Including movement of correspondents to distant cities when key news justifies. In addition station will step up sports coverage with exclusive local rights to Los Angeles Open Golf Tournament.

KMPC will have exclusive broadcasts of Los Angeles Pacific Coast League baseball team at home and on road with Bob Kelley handling games for Signal Oil and possibly Acme Beer.

To bolster its promotion activities an addition will be made to station staff. According to Mr. Reynolds such person will head up an operation which will include enlarged merchandising activities, audience promotion and formal presentations.

## Preservation of Present U. S. Channels Under NARBA Is Urged for CCBS Plan

FULL PRESERVATION of existing U. S. channel rights and increases in permissible power under the North American Regional Broadcasting Agreement were urged by the Clear Channel Broadcasting Service last week as necessary if its 20-station 750-kw plan is to be put into effect (story page 15).

Looking to the forthcoming revisions of NARBA, the clear-channel group offered FCC these recommendations with respect to keeping the way open for adoption of its domestic plan:

"So far as 1-A stations are concerned, there should be no diminution in any respect of the rights now enjoyed by the U. S. under the Agreement. The rights should be fully preserved both as to number and desirability of channels on which the U. S. has priority rights for 1-A stations, and to freedom from maximum power limitations, and to protection against interference from stations in other countries, or otherwise.

"So far as 1-B stations are concerned, the maximum power limitation on not less than four (those involved in the CCBS 20-station plan and such others as may be determined by the Commission should either be removed or should be increased to not less than 750 kw. Consideration should be given either to changing the status of the four 1-B stations involved in the CCBS plan to that of 7-A, or to establishing two sub-classes of 1-B stations, one having a maximum power limitation of 750 kw and the other having a maximum power limitation of 50 kw, or a combination of the two.

"So far as regional and local stations and channels are concerned consideration should be given to substantial increases in the maximum power limitations, particularly by day and, if and when found feasible, also by night."

## Independents

(*Continued from page 15*)

conformance to the standards the committee proposed formation of an administrative agency to provide interpretations of various clauses and to issue rulings on individual cases. Stations would register deviations from code language with this agency.

The idea of a 60-day probationary period, with its public opinion poll, was adopted in the belief that no standards can be adopted and maintained unless there is open demonstration that it is supported by a large portion of member stations.

Unless this idea is carried out, large numbers of stations may drop out of the association, committee members felt. For that reason it demanded "more mature consideration" of the provisions.

Two station surveys showing pronounced objection to portions of the standards were presented to the committee by Calvin J. Smith, KFAC Los Angeles, and Harold B. Shaw, WOAY Oak Hill, W. Va. (See separate story.)

The committee made a basic objection raised frequently at Atlantic City, namely that it was too negative, not specific enough and not strong enough. At that time it was explained that NAB President Justin Miller is to write a code preamble containing affirmative declarations of public service obligations and industry ideals.

### Strong Preamble

The preamble must be strong on this point, the committee insisted.

Technical changes were made on the first page of the code in the sections on Religion and on Race, Creed, Color, to clarify and strengthen their meaning. Ban on sex, crimes, ect., shows was emphasized.

Under Standards for Specific Programs, Paragraph 8 on News Broadcasts, was amended to ban middle commercials in news programs of less than 14 minutes (instead of 15 minutes, or 14:30 actual program time).

The ban on appeals for funds on religious programs was sharply changed to prohibit appeals where the primary purpose of the broadcast is to raise money.

The sports clause was widened to oppose broadcasting of odds in advance of all types of events if gambling would be encouraged.

The new language permitting use of dramatized political programs reads: "Dramatization of political issues must be clearly identified as such both before and after the broadcast." It was adopted unanimously.

The committee proposed that the board wait for FCC action in the Mayflower case, which bans editorializing by stations, before handing down a section in the standards dealing with public and controversial issues. The committee felt no realistic decision could be made until the FCC has issued its decision.

Going into the section on Commercial Policies, the committee endorsed the ban on acceptance of hard liquor advertising though such advertising already is allowed in Nevada.

The paragraph on reducing agents was changed to eliminate the words "including foods and beverages" on the ground that products such as Rye Krisp and Welch's Grape Juice would be forbidden access to the medium.

The paragraph on relief of ailments was changed to delete the words "which are chronic or irremediable or for conditions," the committee contending only a doctor could interpret this language.

### Re-Writing Job

In the most important re-writing job accomplished by the committee, the time limitations on commercials were sharply revised, bringing about a uniform day-and-night block of program units as against the separate blocks in the board's version of the code.

New single-sponsor limitations were drafted as follows (present limitations in parentheses):

Approximate 5-minute programs 1:15 (1:00)
Approximate 10-minute programs 2:00 (2:00)
Approximate 15-minute programs 2:30 (2:40)
Approximate 25-minute programs 3:15
Approximate 30-minute programs 3:45 (4:00)
Approximate 45-minute programs 5:30 (5:30)
Approximate 55-minute programs 6:00
Approximate 60-minute programs 7:00 (7:00)

The proposed ban on double spotting was continued and strengthened, Mr. Cott said. The new provisions on this point read:

"1. Consecutive announcements of sponsors shall not be allowed. This shall be construed to mean that no two announcements shall be broadcast contiguously, whether the announcements are for the same sponsors or different sponsors.

"2. Service announcements shall be exempt from Point 1, unless they run more than 15 seconds. Service announcements shall be limited to two an hour."

The major problem of the committee centered on length of a program, Mr. Cott said. The problem was solved by drawing up this definition of a program:

"A program unit shall be the time elapsed from sign-on to sign-off."

This means, he said, that a program within a 15-minute time segment followed by a one-minute spot announcement should be considered a 14-minute program, to cite an example. The altered definition was adopted because independents do not have the same "architecture in their program structures as network affiliates," he added.

Revised code language on length of programs follows: "Where programs are followed by spot announcements, it is desirable to schedule announcements of 30 seconds or less in duration. Where a station schedules a spot announcement of 30 seconds or less, the station at its option may increase the limit within the program by 30 seconds."

He said independents seek to stimulate the sale of programs and not be a trolley line for spot announcements. In discussing the change of commercial time in five-minute programs from 1:00 to 1:15 minutes, he said any sponsor would merely buy a minute spot adjacent to a program instead of a five-minute program with 1:00 limit on commercials.

Multiple-sponsored programs are permitted up to 2:30 minutes total commercial time, within approximate 15 minutes, with one-minute station break permitted.

The station operator must determine what is commercial and what is not, but any reference to a trade name should be included in commercial time.

In scoffing at talk of "rebellion" and explaining the committee's position, Mr. Cott said:

"No Standards of Practice can be effective unless the stations want it. Many stations have said that unless the standards are practicable, they will resign from the NAB—and we don't want to see that happen. We are asking, therefore, that the board delay its promulgation of the standards until the instrument has been in the hands of broadcasters at least 60 days. We want them to be familiar with it. What we're asking is not a referendum, but an opinion poll. Our thinking has been conditioned by letters from over 250 stations to this committee's members.

"We are not the Peck's Bad Boys of the NAB nor do we feel that the networks are the Frank Merriwells," Mr. Cott quipped.

On the subject of presentation of commercials, Mr. Cott said the committee hoped broadcasters would use discretion and good taste. Referring to public criticism of commercials, he said 80% of the listening is to network programs which therefore are responsible for 80% of the complaints.

NAB indicated that 66% of independent stations are members, with 30% of all stations on the air being independents (not including CPs or applications).

Other members of the committee present at the meeting were Frank

(*Continued on page 95*)

FIRST WITH
TELEVISION NEWS

Early in September United Press . . . pioneer in radio news . . . and ACME TELEPHOTO began delivery of the first illustrated news service for television . . . leased wires now extend to Philadelphia and Chicago . . . spot news shows . . . women's features . . . documentaries . . . news reels next.

UNITED PRESS . . . ACME NEWS PICTURES

## The Coals

*(Continued from page 16)*

some indication that the transcription and phonograph recording companies might put up a fight, for they advised Petrillo of their rejection of his proposal.

Petrillo, who has found time on his side on more than one occasion, merely sat tight and waited. Then came a mid-September (1943) announcement from Decca Records Inc. and World Broadcasting System that they had agreed to the demands for payment of royalties to AFM for the right to record. The recording strike, in effect for more than a year, was broken and Petrillo had won a decisive victory for his "boys."

### Other Victories

That was not Petrillo's only 1943 victory, however. In early February the government's anti-trust suit against him and the AFM had been disposed of—to his satisfaction—when the U. S. Supreme Court sustained findings of Federal Judge John P. Barnes of Chicago dismissing the suit on the ground that it was a labor dispute.

It was in 1943, too, that Petrillo came into sharp conflict with a federal wartime agency, as the War Labor Board sought to ward off a threatened musicians' strike against the networks. WLB held hearings on the matter but concluded them in November without issuing a ruling.

Petrillo's clashes with WLB became more frequent and more violent in 1944. By a 2-1 vote in early March the board ordered AFM to terminate its recording strike. Petrillo subsequently not only refused to obey the order but flatly rejected a personal appeal from President Roosevelt to comply with the back-to-work directive.

### More Capitulate

The strike wore on, and by early November RCA and Columbia Recording Co. had capitulated. They accepted under virtual duress Petrillo's provisions for payment of royalties into private AFM fund estimated at more than $2,000,000 a year. Surrender came after the companies despaired of government relief.

Congress had not given up the Petrillo battle, however. By early December the Senate Interstate Commerce Committee had unanimously reported out a bill (S-1957) by Sen. Arthur H. Vandenberg (R-Mich.) prohibiting Petrillo from interfering with the broadcasting of non-commercial cultural programs by educational institutions. This action was an outgrowth of one of the music czar's most colorful fights which involved one of Senator Vandenberg's constituents, Dr. Joseph E. Maddy, president of the National Music Camp at Interlochen, Mich.

Petrillo, adept at keeping his opposition on the hot seat, made another move in 1944 which brought a clash with the National Labor Relations Board. In May he announced a plan to install "pancake turners" in all stations to make jobs for 2,000 at the AFM scale. This precipitated a fight with the National Association of Broadcast Engineers and Technicians. The NLRB sided with NABET, giving that union jurisdiction in all areas except Chicago, where musicians had been used as record turners. The result: Petrillo again defied the board, and a new strike threat loomed.

The Petrillo-NABET platter-turner issue, which also involved the networks, was still spinning as 1944 drew to a close and spilled well over into 1945. In April 1945, in a move to force the issue regardless of threats of reprisal by Petrillo, the NLRB asked the U. S. Second Circuit Court of Appeals in New York for a decree to compel NBC and the Blue Network (ABC) to bargain with NABET. Subsequently a nationwide strike of NABET engineers at all owned stations of NBC and ABC ended after 25½ hours with resumption of negotiations on new contract.

This was considered a mild setback for Petrillo, who was thinking of greener fields, notably FM and television. He chose 1945 as a year for sweeping orders affecting these two important segments of the broadcasting art. The first came in February when the AFM czar ordered that all musical television programs be stopped until further notice. Later he declared that he was studying the whole question of the use of musicians on video programs.

In October of the same year (1945) came Petrillo's announcement of a ban on dual broadcasting of musical programs on FM as well as standard stations. This has become an increasingly bitter issue as the FM field has expanded, but Petrillo is still adamant.

The tempo of Congressional displeasure with Petrillo during 1945 reached a crescendo in November when Chairman Clarence F. Lea (D-Calif.), of the Interstate and Foreign Commerce Committee, introduced his bill to make certain AFM practices a felony.

### His Next Counterpunch

Stinging under this move, Petrillo countered by unleashing a double-barreled blast at radio a month later. First, he demanded that there be no further broadcasts of musical programs from abroad, effective Dec. 31, 1945. Second, he ordered the networks to "do something about affiliates which do not employ staff musicians," implying "secondary boycott restrictions."

In spite of all of Petrillo's shoutings and counter moves, Congress moved ahead towards passage of the Lea bill as the new year (1946) began. By the end of January the House Rules Committee had voted overwhelmingly to report out the bill, as revised, and by mid-April both Houses of Congress had passed the bill overwhelmingly. President Truman affixed his signature without comment, and the bill became Public Law No. 344, a part of the Communications Act of 1934, as amended.

Petrillo fumed, and there was an immediate announcement from the AFM czar, through the union's attorney, the late Joseph A. Padway, that the constitutionality of the law would be tested in court. True to his boast, Petrillo "pulled the plug" on WAAF Chicago within a month, thus clearing the way for the court test and the eventual

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# Chicago Theatre Owner Balks At Paying AFM Stand-in Fee

THE RADIO industry found an unexpected ally in its battle against James C. Petrillo and AFM in Chicago legitimate theatres.

For the first time in two decades, Chicago theatre operators refused point-blank to employ AFM musicians in the pit for non-musical performances. The operators, Lake City Theatre, a subsidiary of the Shubert Corp., which filed a complaint earlier against Petrillo with the NLRB, and the Wacker Corp., cited the Taft-Hartley Law and as a secondary issue to the Lea Act as justification for serving notice to pit musicians normally employed for road companies playing at the respective theatres.

### Petrillo Retaliates

The Wacker Corp., owners of the Civic Theatre which presented "The Late Christopher Bean" Oct. 20, dismissed eight pit musicians. Mr. Petrillo immediately retaliated by calling out 45 AFM members at the adjacent Civic Opera Theatre playing for the San Carlo Opera Co. He said he gave the order against the Civic Opera Theatre because it is owned and operated by the same corporation.

The order was revoked shortly after the 8 o'clock curtain to permit the San Carlo Opera performance to be presented.

John J. Manley, Civic Theatre manager, insisted Mr. Petrillo was forcing him to employ musicians not needed.

"This is not a musical show. No music is required," he said. Union rules demand that stand-in musicians be paid for all theatre performances whether a band is used in the performance or not.

Earlier the Shubert management had complained to the NLRB that Mr. Petrillo had demanded musicians be employed as stand-bys because a performance called for the playing of a phonograph record.

The following day Mr. Petrillo permitted his musicians to return to the San Carlo Opera Co. engagement. This, he said, was to live up to a contract between the union and the opera company, which expires Oct. 26.

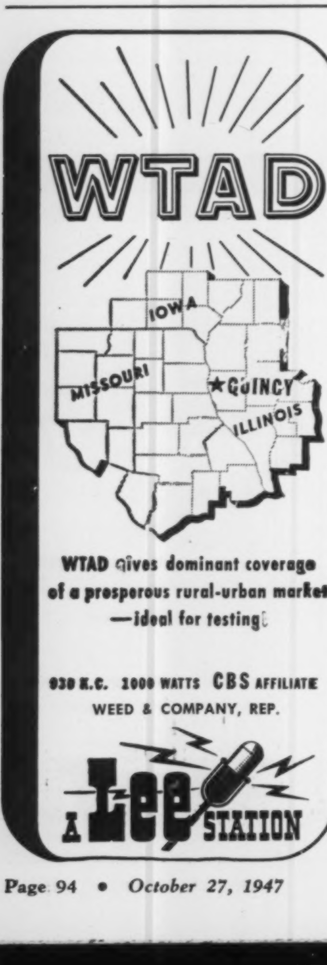
James E. Thompson, president of Wacker Corp., said he would continue to ignore the "stand-by" order for the entire run of "The Late Christopher Bean" and all future performances where music is not required as part of the script. He charged that the $800 paid to the stand-by musicians weekly was often the difference between profit and loss for the theater management.

### Not Interstate?

Union officials said their counsel had advised that provisions of the Taft-Hartley labor law do not apply in the controversy because interstate commerce is not involved.

Mr. Thompson denied this, on the grounds that the actors and the theatre props involved in the performance came from outside the state. Tickets were also sold to residents outside the state of Illinois, he contended.

The union notified Mr. Thompson he should appear before its board of directors Oct. 23 to show cause why both the Civic and Civic Opera theatres should not be placed on the unfair list. The theatre manager had testified before the House Labor subcommittee last July that he paid between $42,000 and $43,000 to unneeded musicians in 18 months.



WTAD

WTAD gives dominant coverage of a prosperous rural-urban market —ideal for testing!

930 K.C. 1000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

Supreme Court decision that the Lea Act is constitutional.

Now the government has resumed its prosecution of Petrillo, and has indicated that this time its chips, like Petrillo's, are down. The latest federal action against the AFM czar was in the form of an amended bill of criminal information filed before U. S. District Judge Walter LaBuy in Chicago on Oct. 15 [BROADCASTING, Oct. 20].

Three days later Petrillo, fuming again, announced that union musicians would be barred from making any records or transcriptions after Dec. 31, and the possibility loomed that AFM by year's end might withdraw its musicians from networks, transcription and phonograph companies, and AM, FM and television stations.

It was a typical Petrillo move, destined to make him either undisputed czar of all music or the fallen hero of his "boys." It was likewise another evidence of Petrillo's ever-defiant attitude—of his contempt for those who oppose him, his supreme confidence that he'll come out on top.

## Audience Measurement

(*Continued from page 20*)

since March 1946, when the BMB survey was taken, that BMB figures were of no value now in comparing MBS with other networks.

He said that NBC engineers had showed that since March 1946, Mutual had increased its coverage by no more than 10 or 11%, despite the addition of approximately 150 stations.

Mr. Beville said he wondered what Mutual thought its actual improvement in facilities had been, according to the MBS "listenability" method, and he reported that he had asked MBS for such information, but it had been declined.

Comparative audience figures shown in the NBC booklet on various levels of listening follow:

In 10% or more areas—Nighttime: NBC 31,127,940, network B 27,680,570, network C 22,056,690, network D 19,161,830; daytime: NBC 27,888,770, network B 25,261,730, network C 21,557,990, network D 19,160,260.

In 25% or more areas—Nighttime: NBC 21,125,000, network B 27,640,000, network C 21,719,000, network D 18,601,000; daytime: NBC 27,873,000, network B 25,179,000, network C 21,297,000, network D 18,783,000.

In 50% or more areas—nighttime: NBC 31,081,000, network B 27,075,000, network C 20,016,000, network D 16,967,000, daytime; NBC 27,706,000, network B 24,502,000, network C 20,177,000, network D 17,316,000.

In 75% or more areas—nighttime: NBC 30,116,240, network B 22,689,710, network C 12,715,970, network D 8,499,130; daytime: NBC 22,856,940, network B 14,558,050, network C 9,001,260, network D 5,421,670.

## Independents

(*Continued from page 93*)

Blair, WSCR Scranton, Pa.; Arthur Haare, WJJD Chicago; Edward Lamb, WTOD Toledo; Al Meyer, KMYR Denver; Elliott Sanger, WQXR New York; Mr. Shaw; Mr. Smith; Mr. Strouse; Eugene Weil, WLAQ Rome, Ga.; Ralph Weil, WOV New York.

Wayne Coy, WINX Washington, was absent because of illness. Ray Bright, KLEE Houston, sat as an observer.

Members of the three-man board code review committee which meets Nov. 3 are Harold E. Fellows, WEEI Boston, NAB District 1 director; John F. Meagher, KYSM Mankato, Minn., District 11 director; Willard Egolf, WBCC-FM Bethesda, Md., Class A FM director.

### More Station Views

Code views continued to come from NAB member stations during the week, though NAB's stack of mail was scarcely three inches thick.

The Georgia Assn. of Broadcasters, according to Mr. Weil, of WLAQ, feel that if the code is finally adopted as now proposed, many stations can't go along with it. These stations include independents and network affiliates alike. They feel a mistake was made in not having independents represented on the Special Standards of Practice Committee, which wrote the original document, Mr. Weil said.

G. P. Richards, general manager of WHBL Sheboygan, Wis., contended that adoption of a time limit on commercials on a 15-minute basis is "quite unnecessary." He said "any good station operator who watches his ratings will know when his log is overloaded with commercials."

Mr. Richards added that if the code is adopted in its present form, "we could not operate on a sound financial basis and rather than subscribe to the code in theory but not in practice, withdrawal from the NAB would be necessary." He urged that a code be adopted for only a limited time, subject to revision. He fears an industry split.

George L. Sutherland, vice president of Wilmington (Del.) Tri-State Broadcasting Co., proposed that a referendum be held on the code. He also pointed out that stations did not have sufficient time to study the document at Atlantic City, and now face operation under standards vitally affecting their business.

Series of meetings has been held in NAB District 14, with stations showing interest in code provisions and sending in transcripts of discussions to Hugh B. Terry, district director, and Harold Fair, NAB Program Dept. Director.

Broadcasters of Idaho and Montana attended a meeting Oct. 20 at Pocatello, Idaho. It was called by Walter E. Wagstaff, general manager of KIDO Boise. Second meeting was held last week in Salt Lake City for Utah stations. Previously Colorado, Wyoming and South Dakota stations had met at Denver.

At all meetings stations asked changes in the commercial limitations, easing of the ban on religious fund appeals and right to dramatize controversial issues.

# Views of Stations on Code Are Shown in Two Surveys

STRONG objections to portions of the proposed NAB Standards of Practice were revealed in separate surveys taken by Calvin J. Smith, KFAC Los Angeles, and Harold Shaw, WOAY Oak Hill, W. Va., members of the special NAB committee representing independents.

The surveys covered both independents and affiliates, and related to the proposed code adopted by the NAB board at Atlantic City.

In covering 14 states in the West, Mr. Smith found that 66 stations want a code against 5 opposed, 4 uncertain. Further study of the board's version was favored by 69 stations, opposed by 6. Six months or more, or until the next convention, was favored as time for study.

### Fear Hardships

Asked if they were sufficiently familiar to foresee effects of the code on business, 41 answered yes, 24 no. Asked if the code would work a hardship in view of the increasing number of stations on the air, 46 answered yes, 24 no, with the "no" answers mostly new stations. Restrictions on advertising by professional men were favored by 22, opposed by 40 stations. Mr. Smith found that 19 wanted changes in the clauses covering contests and offers, with 39 satisfied. Double-spotting ban was favored by 39, opposed by 30.

Mr. Smith said the Coast stations generally opposed the proposal to set up a board to interpret and administer the code. Many of them fear an FCC crackdown as a result of Chairman Charles R. Denny's remarks at the Atlantic City convention.

Mr. Shaw found, in replies from 24 out of 50 stations contacted, that stations were evenly divided, 12 to 12, on the 3-minute commercial limit, and that 11 feared adverse effects to 13 not worried. Hardship was seen in the double-spotting clause by 5, with 19 not concerned. Commercial time limitations in the code are about right, 16 felt, with 6 contending not enough time is allowed and 1 finding too much time allowed. More announcement periods were preferable to double-spotting, 18 felt, with 3 opposed.

The limit will make it harder to sell programs instead of spots, 5 contended, with 15 disagreeing. Ban on middle commercials in newscasts under 14:30 was favored by 18, opposed by 6.

## Worth Clark Name Added

(*Continued from page 19*)

Cedar Rapids, Iowa, Herbert L. Petty, director of WHN New York, Herbert M. Bingham, Washington attorney, and Ed Franklin, KJBS general manager, among others.

He was well acquainted with the President when they were contemporaries in the Senate. To qualify for the FCC post, he would be required to divest himself of his interest in WJBS.

Last week reports were current that both former Sen. Hugh L. Mitchell of Washington and James M. Mead of New York, New Deal Democrats, no longer were being seriously considered for the FCC post. The unexpired term of Mr. Denny runs until June 30, 1951.

Both Messrs. Reinsch and Coy maintained silence on reports of their consideration for the post. Neither is a candidate but each is being vigorously urged for by associates and broadcasters who desire to see someone with a practical knowledge of radio on the Commission [BROADCASTING, Oct. 20].

Vicks
sells hard
with
spot radio
VICKS VapoRub
ASK YOUR JOHN BLAIR MAN
Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

# • CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**Last call for Christmas bonuses!** There's still time to collect a 15% Xmas bonus from The Cardinal Company for the sale of their special holiday open-end packages. Ask your commercial manager for details.

**Wanted.** Promotion and sales secretary, man or woman raised within 200 miles of Detroit, to handle publicity, promotion, advertising and sales presentations as well as handling sales correspondence for combined daytime AM and fulltime FM. Send full details, photo and minimum salary requirements in first letter to Box 723, BROADCASTING.

**Salesman**—Real opportunity in excellent Maryland area for person with experience in radio or newspaper advertising. Minimum of two years in either media required. Preferred qualifications: vet, single, between ages 28-35. Terms: $50.00 a week drawing account, 15% commission. Box 755, BROADCASTING.

**Announcer-operator,** 2 years college or more, good voice, good character and background. Must have had commercial station announcing experience and know broadcast requirements. Talent will be recognized. Job security for right man. Send disc. Reference, experience. Box 777, BROADCASTING.

**Experienced time salesman** with new FM station in progressive community in New York state. Send complete details first letter. Box 780, BROADCASTING.

**Wanted**—Experienced announcer for 250 watt North Carolina Mutual affiliate. Station progressive and will pay well for good man. Send picture, transcription and qualifications. Box 781, BROADCASTING.

WANTED

*HOME ECONOMIST*

Here is an outstanding opportunity for the right person.

Leading regional radio station in major midwestern market needs college graduate in home economics, 35 or under, who is good writer, can project her personality through the microphone.

Preferably she is a midwesterner. Salary commensurate with ability.

If you're that person, apply in writing, detailing information about yourself, listing education, experience, salary expected, etc. Your reply will be held in strict confidence. Address

BOX 786,
BROADCASTING

● This successful 1000 watt independent needs immediately one good man experienced in selling local accounts. The few men here enjoy working together and the staff cooperates closely. There are no house accounts and liberal commission—against draw, if desired. A car is necessary. Send complete details in first letter to:

*Dale F. Darr, Comm. Mgr.*
*Radio Station W M L O*
*Milwaukee 3, Wisc.*

## Help Wanted (Cont'd)

**Announcer**—Kilowatt daytimer in major southern market has opening for young, steady, alert, ambitious announcer on the way up. Necessary have some ad-lib experience. Single man preferred. Send complete information, photo, references. Box 824, BROADCASTING.

**If you have** first class ticket and can announce you are the man we want. Good starting salary. Do not answer unless you desire to stick and grow with this new progressive 250 watt station located in the rich Red River Valley. Full details in first letter. All inquiries confidential. Frank W. Kaull, General Manager, KNOX, Grand Forks, North Dakota.

**Program director**—Excellent opportunity for advancement. Capable of writing, producing and supervising good local programs. Give complete details in first letter, including salary, experience and references. Network affiliated, Atlantic seaboard, four hours from New York City. Immediate reply important. Box 793, BROADCASTING.

**Wanted**—Three first class combination operator-announcers. One to act as chief engineer. State full information on background, experience and expected salary in first letter. Box 796, BROADCASTING.

**Radio engineer** with good announcing voice. First class ticket. Splendid opportunity in progressive south Florida station. Write Box 802, BROADCASTING.

**Salesman** and copywriter wanted by daytime network station in area of 250,000 with industrial and agricultural influence. Progressive, pleasant community. Commission to salesman plus bonus. Top salary to writer, but must be good. Box 809, BROADCASTING.

**Wanted—Station** manager for small market ABC station, one of group operation. Man must be young, aggressive, with proven selling record and at least three years station management experience. Have wonderful proposition, with secure future for right man. Supply references, etc. Box 810, BROADCASTING.

**Salesman**—This eastern NBC affiliate has an opening for a married man with proven record of sales and dependability. He will be our only sales representative. Excellent opportunity to become sales manager if you can produce. Box 812, BROADCASTING.

**Want immediately**—Chief engineer for 250 watts. Must have 2 to 4 years broadcasting experience. Will consider man that has been assistant engineer in 1000 or over. Write qualifications. Box 790, BROADCASTING.

**Transmitter operator** with first class ticket. Should have car. WSAV, Savannah, Georgia.

**Wanted immediately** for new 5 kw station; experienced announcers and one continuity writer. Good working and living conditions. Send reference, recordings to Cliff Goodman, General Manager, KWHN, Ft. Smith, Arkansas.

**Announcer** wanted immediately. Veterans only. Standards are high, but good potentialities are considered above experience. If interested, contact Alan Bautzer, Production Manager, WLBR, Lebanon, Pennsylvania, for interview and audition. Audition records will not be considered.

**The originator** of a radio department in a private employment agency has just opened new offices to serve this growing industry. We need every type of radio personnel for spots in every state. Contact us immediately. J. Leonard Beaner & Associates, Suite 322, Chester-12th Bldg., Cleveland 14, Ohio.

Progressive, sound, intelligent salesmen wanted for 1 kw Atlantic coast major market station. Compensation on salary plus commission basis. Right man should make upwards of $5000 per year.
Box 829, BROADCASTING

## Help Wanted (Cont'd)

**Combination man**—New Florida Mutual affiliate wants first class operator with announcing ability. Wire salary desired, send disc. WROD, Box 3777, Daytona Beach, Florida.

**Have client** desiring program-production manager new 250 watter, middlewest. Write, wire or phone Juniper 4553, Covington, Kentucky. G. W. Hughes.

**We are now** accepting applications for our complete staff. Radio Station WJOC, Box 794, Jamestown, New York.

**South Alabama** station wants operator-announcer who can do a good job on news, record shows, etc. Write, wire or call WEBJ, Brewton, Ala. Tel. 558.

**Wanted**—Experienced engineers with first class license. $50 first three months only. Starting in November. Write Chief Engineer, WLIZ, P.O. Box 224, Bridgeport, Connecticut.

**Wanted**—Commercial manager, program director and announcer. Excellent working conditions and top salary if you can qualify. This is not a play house, so unless you're good, please don't apply. Phone or write John Greene, Manager, WSTS, Southern Pines, North Carolina.

**First class engineer** wanted at once, or combination, engineer-announcer. Give all in first letter. WMJM, Cordele, Georgia.

**Announcer**—Experienced GI. Send disc. WAND, Canton, Ohio. Also engineers, continuity writers.

**Good announcer** with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

**Wanted**—Chief engineer, San Juan, P. R. station, capable of installing and operating high powered transmitter and directive antenna. Should have engineering degree and be up on FM and new radio developments. Knowledge of Spanish desirable. Good salary and living quarters. Single, young man preferred. Send qualifications and references to Carl H. Butman, 892 National Press Bldg., Wash. 4, D. C.

**Public relations** copywriter (contact agencies on copy problems); personality announcer (CBS regional); variety artists; topnotch announcers, newsroom editor, special events man (prefer midwest 50 kw experience); time salesmen; announcer-technicians. 5 hillbilly units. RRR, Employment Bureau, Box 413, Philadelphia.

**Engineer**—First class license for AM and FM stations in Central New York. Send full data on experience to Box 821, BROADCASTING.

**Salesman** for ABC affiliated station in wealthy midsouth market. Good compensation. Also, living quarters available. Write full details first letter to Box 828, BROADCASTING.

**Transmitter operator**—No experience necessary, $40.00 per week. Wire immediately, WSSV, Petersburg, Virginia.

**Wanted**—Experienced announcer and play-by-play for progressive southwestern 1000 daytimer. Working conditions, opportunities for advancement excellent. Rush full details; photo, disc to Box 835, BROADCASTING.

**The man we want** is now a hustling time salesman, one who is looking for an opportunity, rather than a man who wants a title. We have titles, but they have to be earned. Drawing account against 15% with a bonus. 350,000 market in New York state. Box 837, BROADCASTING.

**WANTED**

**Experienced operators to construct and operate AM, FM and TV stations in Houston, Texas. AM 5 kw, 610 kcs.**
**KLEE, Milby Hotel**

## Help Wanted (Cont'd)

**Wanted**—Announcer, good morningman. New station. Send disc, photo and outline of experience to WBPZ, Lock Haven, Pennsylvania.

**Salesman wanted.** Must have Washington contacts. Confidential personal interview will be arranged. Written applications only will be considered. Sales Manager, WPIK, Alexandria, Virginia.

**WSAC, Columbus, Georgia** needs one more experienced announcer. Send audition disc, photo and personal data at once. New station starting in November with 1000 watts fulltime.

**Want young salesman** who can double as part-time announcer. Experience helpful but unnecessary. Prefer veteran for training under GI Bill. New station in almost virgin territory. Reply to KDSJ, Deadwood, South Dakota.

**Wanted**—Fulltime announcer, experienced preferred, vet training available. Send full information, photo and disc first letter to KVOC, Casper, Wyoming.

**Chief Engineer** wanted soon as possible to supervise construction and installation of new 250 watt station in Oak Ridge, Tenn., "The Atomic City". All new Raytheon-Wincharger equipment; convenient downtown site studios in new municipal building. Single man preferred. Send full details, including salary expected to Marshall Pengra, 311 W. Outer Drive, Oak Ridge, Tenn.

**Announcers**—3 with first class license for new network station opening in college town. Excellent opportunity to become associated with an organization now operating successful 250. Box 845, BROADCASTING.

**The SCHOOL of RADIO TECHNIQUE**

**NEW YORK • CHICAGO**

*America's Oldest School Devoted Exclusively to Radio Broadcasting*

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

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**NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.**
**CHICAGO 4, ILL.: 228 S. Wabash Avenue**

WANTED:

*PROGRAM DIRECTOR*
*ANNOUNCERS*
*NEWSCASTER*
*SPORTS ANNOUNCER*
*CONTINUITY WRITER*
*ENGINEERS*

**KSET in El Paso, Texas is now selecting personnel. If you are looking for a connection on a progressive station with a future, send full details, experience, references, salary expected at start when available, etc., to: Radio Station KSET, Vincent W. McConn, General Manager, 307 Mills St., El Paso, Texas.**

**HERE'S THE "DREAM" JOB**

**for the right young man. The man who has plenty of 'zip'—who can act as producer of several weekly shows—who has a thorough knowledge of sports—who wants to become a topflight agency man in radio and who is willing to work in New York agency's Baltimore office. This is definitely a "major league" job. If you think you qualify, send us all the reasons you think so—plus salary desired. Box 820 BROADCASTING.**

## Situations Wanted

**Radio executive.** 17 years agency, station, network and government experience. Now radio business manager top New York advertising agency. Desires leave New York seeking manager spot in station or other appropriate connection. Well known in industry. Top references. Box 651, BROADCASTING.

**Topflight promotion** man available, with background of almost 10 years as regional district manager, working on 36 stations. Interested in promoting new accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

**Station manager** available in six weeks. Experienced with good record all phases broadcasting. Family man with car, hard worker. Will arrange interview. Box 686, BROADCASTING.

**Experienced announcer** desires position with future. Knows programming, can write. Presently employed. Available two weeks. Pacific northwest preferred. $65.00 minimum. Write Box 740, BROADCASTING.

**Commercial manager,** manager or account executive position desired by young man, 32. Have had seven years experience with two 5 kw stations in metropolitan area. Rated top salesman for 5 years in previous station. Prefer middlewest, or west coast. Reason for desiring change fully explained. References from agencies, business men, and former station manager upon request. Interested in large or small station operation. Box 760, BROADCASTING.

**Experienced disc jockey** — announcer with first class ticket now employed west coast 5 kw regional wants to perfect his disc spinning style. Would like position 250 watter up on west coast where there's plenty of record spinning. Have record of success, excellent references and loads of ambition. Box 762, BROADCASTING.

**Engineer**—1st phone, ham, Army communication experience, now employed broadcast station, available two weeks. Box 775, BROADCASTING.

**Small city station,** local news conscious? Radio news writer, 25, some experience all fields, will build local news department, BJ from University of Missouri, SDX, newspaper background, reporting-copy-reading. Box 776, BROADCASTING.

**Writer**—5½ years experience continuity, commercial copy. Wrote and produced own shows. Announcing experience. Vet, single, college grad. Box 782, BROADCASTING.

**Writer-producer-announcer.** 10 years top agency and network experience. Have Hooperated network show to credit. Seek station or agency connection. Box 783, BROADCASTING.

**Freelance sports man available for 1948. Play-by-play baseball, football and basketball, also boxing. Four years experience, contract work. Married, vet, high school graduate. Go anywhere, salary secondary to good opportunity to be heard by large station. Reply to**

**BOX, 831, BROADCASTING**

**SPORTS DIRECTOR**

**now available. Experience. Play-by-play and daily program special events also handled. Transcription on request. Here's the added snap you've been wanting.**

**Box 830, BROADCASTING**

**PROGRAM DIRECTOR**

***AVAILABLE***

**12 years microphone and production experience large and small metropolitan stations. At present disc jockey earning $100.00 per week, but desire to leave mike for executive field. Would consider disc jockey position offering better earning possibilities than present top. Prefer midwest regional or larger. If your station needs shot in the arms write**

**BOX 779, BROADCASTING**

## Situations Wanted (Cont'd)

**Former** speech student of University of Wisconsin would desire position as staff announcer. Some experience. Box 784, BROADCASTING.

**Competent engineer,** college graduate, midland graduate. Experienced, 24, single, amateur. Want permanent position, 1 kw, FM, or good small station. Installation ok. Box 785, BROADCASTING.

**Chief engineer**—supervisor-technical director. 17 years experience as operator, supervisor and installation. Would like to have opportunity to invest in station. Executive training in business management. Box 787, BROADCASTING.

**Announcer,** 34, experienced, available immediately, go anywhere. Box 788, BROADCASTING.

**Radio sales** executive available for west coast. If your radio station or network can use an unusually well qualified and experienced radio sales executive this will interest you. This man has 14 years experience with networks, leading radio station representatives and agency and is capable of executive responsibility. Particularly well versed in sales and promotion. Employed past 6 years by midwest radio station representative, but interested in moving to Pacific Coast with organization offering right opportunity. Send full particulars to Box 789, BROADCASTING.

**Announcer - beginner.** NBC-Columbia University training. Two years Boston University. Background: Violinist-vocalist, retail sales. Married. Housing no object. Box 791, BROADCASTING.

**Eager** graduate desires position offering good background for young announcer. Box 794, BROADCASTING.

**Program manager,** radio experience 14 years. Local, regional and major network operation, announcing, production and program management. Prefer small but quality station. Want good position in return for good work. Box 795, BROADCASTING.

**AM CP** or established station. My management expperience—in a major market station—can gain you Hooper dominance, advertiser preference, maintain economy budget. Nine years radio includes opening, managing new station; sales, programming, promotion, news. Network, station experience. NY agency contacts. Topnotch references. Young, married. Box 798, BROADCASTING.

**Experienced** salesman-writer. Working now, wants change. Preferable in small town. Will travel. Box 799, BROADCASTING.

**Topnotch announcer,** four years experience. Specialize emcee and disc shows; also sports, news and staff. Twenty four, married, good natured, pleasant appearance. Box 800, BROADCASTING.

**Chief engineer.** Just completed installation 5 kw. Four element directional. Employed five years with present station. Age 26, single. Desire permanent position. Box 801, BROADCASTING.

**Station** and program manager. Thoroughly experienced new stations to 5 kw. Excellent agency contacts. Best references. Staff training and organization all phases. Box 804, BROADCASTING.

**Announcer.** Grad leading school, Radio City. Trained all phases announcing. Vet, single, will travel. Box 805, BROADCASTING.

**Announcer.** Trained all phases announcing under supervision top network men at Radio City. Capable filling job staff announcer. Young, conscientious. Disc available. Box 806, BROADCASTING.

*OPPORTUNITY WANTED*

Commercial manager now employed by regional station, network affiliated. Well known to time buyers. Proven record of accomplishment. Twelve years local and regional sales. Aggressive, stable. For references, background, write Box 819, BROADCASTING.

## Situations Wanted (Cont'd)

**A disc** in time save nine. Announcer, married, conscientious, sober, no floater—experienced commercials, newscasting, turntables, acting. Knowledge all sports. Grad leading radio announcers' school Radio City, N. Y. Definite asset to any station. Box 807, BROADCASTING.

**Engineer.** 1st phone, 2nd telegraph. Grad leading NY technical school. Vet, single, will travel. Box 808, BROADCASTING.

**Manager** or salesmanager. Now successfully managing in exceptionally competitive market. Desire freedom to use ideas developed over the last 10 years. CP or established station. For details write Box 811, BROADCASTING.

**Southern California FM** station. Married, 25, two years Santa Barbara State, four years Radio Chief, Signal Co., USMC, two years RCA Institutes, first class phone, specialize audio and remote equipment, desire station near a university facilitate part time attendance E.E. Available after Dec. 1st. Box 815, BROADCASTING.

**Announcer**—One year experience in radio, presently employed. Capable of news, commercials, disc jockey, control board, also play-by-play. College graduate. 25 years old. Married. Box 816, BROADCASTING.

**Engineer.** 1st phone, grad leading NY technical school. Coast Guard Loran technician. Married, will travel. Box 817, BROADCASTING.

**Announcer**—Grad leading Radio City School. Young, single voice personality, conscientious, vet, willing to travel. Disc, photo on request. Box 818, BROADCASTING.

**Announcer.** News, sportscasting experience. Training under network professionals. Radio City, New York. Vet, single. Sandy Horn, Route 1, Rutherfordton, N. C.

**For qualified** technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. BRyant 9-5080.

**Station Managers**—If you're looking for an experienced writer to take charge of, or round out your continuity department; a writer who can prove commercial copy can be entertaining as well as pack sales punch, I'm your man. Complete details on request. Marvin Pratt, 516 South 12th, McAllen, Texas.

**Announcer**—Vet, single, 26. Summer replacement experience. Midwest preferred. Bob Rito, 1403 N. Lockwood Avenue, Chicago 51, Illinois.

**Announcer**—Trained Columbia Radio College. Some experience. Will travel anywhere. Contact Joe Pigeon, 13106 Avenue North, Chicago 33. Phone South Chicago 1096.

**Dependable,** versatile announcer—for any station. Desires permanent position. Mike Zepin, 4430 N. Sheridan Road, Chicago, Illinois.

**Announcer-newscaster,** disc jockey, specialty sportscasting. Jim S. Clair, 1044 E. Santa Anita, Burbank, Calif.

**Announcer.** Sports. Copywriter. Trained in all phases of broadcasting. Not combination. Veteran. Reliable. Will go anywhere. P. O. Box 2385, Los Angeles 53, California.

**Announcer-operator,** writer, producer. Married vet, 22, graduate of two leading radio schools, including air time on 5000 watter, plus two years of college. Richard Browne, 3 E. Huron, Chicago 11, Illinois.

**Salesman with typewriter**—Copy I create makes positive, brief, compelling sales story—meat for your announcer. Have personality, intelligence to sell idea of good, clean radio copy to your sponsor—keep him sold on radio. Good announcer too. Young, dependable, eager. Location no objective. Disc, copy on request. Write, wire George Gardner, 1652 Fairfield Ave., Bridgeport Connecticut.

(*Continued on page 98*)

**WANTED TO BUY—Any quantity RCA Mi-4856 pickup heads. Address all offers to Box 707, BROADCASTING.**

NATIONAL ACADEMY OF BROADCASTING, INC.
NAOB

**STATION MANAGERS!**

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

**BROADCASTERS!**

Brush up on your technique through resident or correspondence courses.

**WOMEN!**

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

**MEN!**

Intensive 32-week course trains you for real jobs in acting, announcing, writing; producing.

**THE NATIONAL ACADEMY OF BROADCASTING, INC.**

**3338 16th Street, N. W.
Washington 10, D. C.**

*America's Pioneer Broadcasting School*

**CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS**

**G-I APPROVED**

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name____________________

Address____________________

City______________State__________

## Situations Wanted (Cont'd)

**Time Salesmen!** Want to close that department store deal? The Cinnamon Bear Xmas program will clinch it for you! 26 fifteen minute transcriptions. Auditions available. Hollywood Recorded Features, 75 E. Wacker Drive, Chicago.

**Engineer**—First phone, two years Army radar, broadcast operation or maintenance work. Anywhere. Married. Hans Reagan, 651 W. 169 St., New York 32, N. Y.

**Program director**—Ten years announcing, writing, production, publicity. Northeast preferred. Box 825, BROADCASTING.

**Girl who mikes well!** Experienced and adroit at writing material. Specialize in conductng good civic and public relations shows. Box 826, BROADCASTING.

**Frst class phone** holder desires on job training as studio technician under GI Bill of Rights. Box 827, BROADCASTING.

**Beginner** with first phone, radio school training would like small station with opportunity for variety of experience. Box 797, BROADCASTING.

**Experienced announcer-writer** now writing mail order house continuity for stations across country. Would like to get in front of mike again. Can handle all kinds announcing. Box 833, BROADCASTING.

**Announcer-writer.** Limited experience. Ambitious, aggressive. Willing to travel. Box 832, BROADCASTING.

**First class phone** technician desires transmitter position with good future in any metropolitan location. Three years experience including 5 kw. Jeff Rice, Jr., 706 W. Central Ave., Bentonville, Arkansas.

**Sports unlimited.** Here is an experienced, versatile, play-by-play announcer with an intelligent, top quality commentary of all major sports, available November 1. Box 834, BROADCASTING, 360 N. Mich. Ave., Chicago.

**Two years versatile experience.** Would like to join congenial staff, preferably in mid-west. At present happily employed, but desire wider experience. W. F. Bedell, 315 Mason Street, Fayetteville, N. C.

**Radio executive** seeks change after six years with 50,000 watt network outlet. Wants bigger job in smaller station. Can produce results in programming, production, personnel training and sales promotion. Best references. Box 839, BROADCASTING.

**Television operator.** Experienced RCA TT 5 transmitter, sixteen years extensive radio background, practical knowledge of photography and film processing. Acceptable reason for changing employment. Northeast only. Box 843, BROADCASTING.

**Program-production director** desires position with advertising agency or progressive station. Experienced dramatic and musical producer. 13 years with two top networks. Produced many name shows. Excellent radio copywriter. Creative ideas for new programs and spot announcements. Age 34. Box 842, BROADCASTING.

**Attention,** managers of small stations! If limited budget prevents you from obtaining good announcers and consequently important accounts are threatening cancellation, this may be your salvation! Announcer with 12 years experience now transcribing important commercials and programs for 7 very pleased stations. Now soliciting for 20 more stations. Station break and 30 or 60 second commercials—$4: recorded programs or otherwise: 15 minutes—$5; 30 minutes—$7.50. Save those valuable accounts by contacting immediately Box 841, BROADCASTING.

**News**-public service-public relations-commercial. Mature, sober, married man looking for connection with progressive southeastern or eastern, long established, affiliated station. Disc and photo on request. Box 840, BROADCASTING.

**Experienced radio executive** knows programming, production, promotion. Gained reputation for developing effective sales-worthy news, special events and public service programs despite limited budget. Young, aggressive, creative. Excellent personal and professional references. Seeks solid opportunity for lifetime job. Good man who expects good salary. Box 838, BROADCASTING.

## For Sale

**Executor of estate** offers a 5000 watt fulltime independent station with excellent earnings. Substantial investment required. Box 813, BROADCASTING.

## For Sale (Cont'd)

**Do you need** copper wire for that station ground system? Now available 95,000 ft. approximately 3065 lbs. No. 10 medium hard drawn copper wire. Nothing less than the complete lot is offered. Address KRBC, Abilene, Texas.

**Temco,** new, 250 watt GSC transmitter, control console, two speakers in cabinets, sell everything $1400. Chester Daly, 1943 Seneca, Buffalo.

**General Radio** frequency deviation meter, type 581-B, complete with temperature control, type 575-E, tubes and crystal 1450 kc. Send your bid. Radio station KGRH. Fayetteville, Ark.

**1000 watt** Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

**1000 watt** 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Recently removed due to power increase. Excellent condition. Immediate delivery. Full price $3250. KFVD, Los Angeles 5.

**WiRecorder Corporation** battery operated wire recorder. Like new, only $350.00. KTFS, Texarkana, Texas.

**Local network** affiliate in eastern city of 40,000 exceptional opportunity to acquire a real money-maker at a price consistent with earnings. Box 814, BROADCASTING.

**Immediate delivery,** one new type 230, 350 foot Wincharger tower complete with insulator and lights $5800.00 F.O.B. Sioux City, Iowa. Will support FM array. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

**2 new 8-D** Presto recording turntables with automatic equalizers. Immediate shipment. United Broadcasting Co., 64 E. Lake St., Chicago, Ill.

**For sale**—Used AM Wincharger tower, 176 feet, in use only 6 years. Excellent condition. $2,000 FOB Kokomo, contact Joseph W. Jordan, Gen. Mgr., WKMO, Kokomo, Indiana.

**Western** Electric 5 kw transmitter in excellent condition. Now operating. Available about December 15, 1947. Complete description on request. WIS, Columbia, S. C.

**Recorder, Presto,** practically new, model K-8 portable, $250.00 J. Stier, 1655 E. 24th St., Brooklyn, N. Y. Phone Cloverdale 8-3682.

**For sale**—One RCA model 301-A high-frequency field intensity meter. Used but in good operating condition. Price $750, without storage battery, f.o.b. Washington, D. C.; McNary and Wrathall, National Press Building, Washington, D. C.

**Type 12-H** Collins speech imput console. Complete with tubes and instructions. 6 incoming remote line—4 studio mike mixers, transcription mixer and master program level control. Perfect working condition. Radio Station KVSO, Ardmore, Okla.

**Owner of thousand watt** daytime station in large southern city wishes to secure additional funds to devote to his primary line of business and will sell for $75,000 cash or less than four times present earnings. Good equipment, long leases, well staffed. Financial references should accompany inquiry. Box 687, BROADCASTING.

**Semi-weekly newspaper.** Ultra-modern equipment. AM application ready to file. Estimated 1947 net $52,500. Midwest city 8000. $161,000—one-third down to qualified operator. Box 823, BROADCASTING.

**Established midwest local.** Owner retiring. Netting $12,000 annually. $48,000 possible terms to qualified manager-engineer. Can live at transmitter-studios. Box 822, BROADCASTING.

FM TEST EQUIPMENT

1 CRO 3-A three inch cathode ray oscilliscope; 1 YMW one volt-ohm test meter grade A; 1 TC 3-A tube checker for receiver type tubes; 1 model 201-B audio oscillator; also 1 set high-fidelity headphones, types 1002-F; all equipment brand new.

Business Manager, Herald,
Rutland, Vt.

# Special Broadcasts Feature Observance of Radio Week

OFFICIAL observance of National Radio Week got under way yesterday with a series of broadcasts and announcements on stations and networks. Spreading out from the central activities based at NAB and RMA headquarters in Washington, countless thousands of radio dealers and distributors, retail stores of all types, trade associations ,industry groups and other agencies are cooperating in the third annual compaign.

American Radio Relay League entered the campaign last week with a packet of material for use in talks and broadcasts. National Retail Dry Goods Assn. and dozens of similar associations are working closely with the RMA-NAB group.

RMA's plans had been completed the previous week at the RMA fall conclave in New York [BROADCASTING, Oct. 20]. RMA's participation has been under direction of W. B. McGill, advertising director of Westinghouse Radio Stations Inc., and chairman of the special RMA Radio Week committee. Working with him at RMA Washington headquarters was James D. Secrest, director of publications. Taking part for NAB were Robert K. Richards, Director of Public Relations, and Hugh M. Higgins, Assistant Director of Broadcast Advertising, as well as other members of the staff.

FCC Acting Chairman Paul A. Walker endorsed observance of Radio Week in a statement to RMA and NAB. Pointing out that radio "is undergoing its greatest expansion and development," he said NAB and RMA "are well aware of the impact of this new tempo of radio's 'March of Progress'."

He reviewed new types of services and described the recent Atlantic City telecommunications conferences as of "prime importance" in modernizing and standardizing broadcast operations.

Two nationwide contests are underway, drawing entries from thousands of cities and communities. First contest, new to Radio Week, provides prizes of four $500 scholarships to be awarded jointly by NAB and RMA to the national winners of a "Voice of Democracy" essay contest.

### Democracy Scripts

Through cooperation of the U. S. Office of Education and the U. S. Junior Chamber of Commerce, high school students are writing and delivering five-minute scripts on the subject, "I Speak for Democracy." Local and regional winners will be selected by boards of judges, with final awards to be announced in December at a dinner in Washington.

The Assn. of Women Broadcasters is conducting a contest among women listeners on the subject, "What Is Your Favorite Program—and Why?" Console radios will be awarded in each of the 17 NAB districts, with a deluxe set to be given the national contest winner.

Wednesday will be FM Day. FM Assn. last week sent out suggested short speeches and announcements for use on FM stations.

## Wanted to Buy

**Radio station.** Radio executive interested buying partnership, interest or control of local station. Will assume management. Network affiliate preferred. Box 836, BROADCASTING.

**Wanted**—Kilowatt AM transmitter, frequency monitor, modulation monitor, turntables and console. Write Box 727, BROADCASTING.

**General Radio** 916-A, radio frequency bridge, advise condition and lowest cash price. Box 792, BROADCASTING.

**Wanted to buy**—Substantial interest in local or regional station by experienced radio engineer. Box 803, BROADCASTING.

**Will buy** small interest in small promising station. Cash basis. Box 778, BROADCASTING.

**Part interest** radio station. Box 844, BROADCASTING.

## Miscellaneous

**Jockey's comedy script** collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

**Attention new stations**—We offer a convenient (FCC accepted) frequency measuring service to standard broadcast stations, new or old—inquire. Also, frequency monitor service and highest quality quartz crystals for broadcast and other commercial services, literature available. "Over a decade of satisfaction and fast service!" Eidson Electronic Company, Temple, Texas. Phone 3901.

STATION MANAGER

CHIEF ENGINEER

**New 250 watt fulltime soundly financed AM station with CP ready to go needs an experienced manager and a chief engineer with records of proven success. Write complete details of background, experience and salary expected. Located in Cumberland, Md., second largest city in state. Attractive opportunities for two good men. All replies treated as confidential.**

THE TOWER REALTY CO.
222 E. Baltimore St.
Baltimore 2, Maryland

FOR SALE

SOUTHEASTERN NETWORK STATION

**This is one of the best fulltime 250 watt operations in the southeast. It is the only station in a very desirable medium-sized market and has a good network affiliation.**

**This property is well equipped, well managed and occupies a dominating position in its local market. Primary coverage is over one-quarter of a million. Showing excellent earnings that are producing a very high return on the sales price of $150,000. Write**

**BLACKBURN-HAMILTON CO.**

*Radio Station Brokers*

| WASHINGTON, D. C. | SAN FRANCISCO |
|---|---|
| James W. Blackburn,<br>1011 New Hampshire Ave.<br>National 7405 | Ray V. Hamilton<br>235 Montgomery St.<br>Exbrook 5672 |

## Petrillo Edict—Press

(*Continued from page 17*)

ing, from the record firms, and which the Taft-Hartley law forbids.

"This time, however, Jimmy may have overreached himself. He made the ban on recordings effective on Dec. 31. Congress meets the next week." *Chicago Tribune* (WGN).

- " 'Would an iceman make an electric refrigerator, knowing it would put him out of business?' asks J. Caesar Petrillo. Probably not. But millions of people who benefit by the use of electric refrigerators may be thankful that no iceman had the power to forbid the making of them.

"His union, which reported 80,000 members in 1925, claims 225,000 today. This hardly seems to indicate that recorded music has meant fewer jobs for union musicians. But his latest decree, if he could make it completely effective, eventually would destroy the jobs of many times 225,000 people employed in the making, selling and servicing of radios, phonographs and juke boxes.

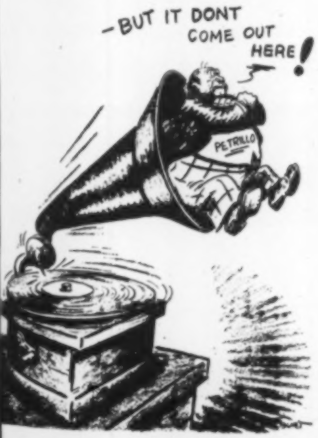
"The platter makers have simply been recalcitrant about giving Mr. Petrillo and his union a bite large enough to satisfy Mr. Petrillo. So the tug of war is on. Another name for it could be strike."—*Washington Daily News.*

- "Whatever the merits of any dispute the musicians may have with the radio and recording companies which employ them, it is not to be settled by simply calling off the making of records.

"Mr. Petrillo will have to make up his mind that he and the musicians do live in a world in which the science of musical reproduction serves a definite public demand. Even he cannot wave that science away, nor choke off that public demand.

"Musicians cannot be compelled to make records if they don't want to. On the other hand, they do not have the right, in these circumstances, to close down the making of records by anybody else. The sensible way out is for the union, the employers and Congress to get together on a program that will permit the rights of all parties—the public's above all—to be observed."—*Chicago Sun* (WJJD).

**The Music Goes Round And Round**


-BUT IT DONT COME OUT HERE!
PETRILLO

Talburt in Washington Daily News

- "Mr. Petrillo's war of a few years ago was concluded by an armistice, under which the record manufacturers agreed that a stipulated portion of the price of each record sold should be contributed to the union's welfare fund. This tribute, however, was outlawed by the Taft-Hartley Act.

"Thus it becomes not so much a show-down between Mr. Petrillo and the phonograph-record manufacturers as between Mr. Petrillo and Congress. It is perhaps significant that Mr. Petrillo has taken the aggressive and that the record manufacturers are eager, if possible, to appease him again."—*Washington Post.*

- "We think the little guy is pulling a big bluff. Maybe he'll get his ears pinned back this time in dramatic fashion."—News Syndicate Co. (*Washington Times-Herald.*)
- "Mr. Petrillo has dramatized the monopolistic power of labor unions and given a new connotation to the phrase, 'slave labor.' For the musicians are powerless to resist their boss. The Petrillo action will intensify the determination of Congress not to weaken but really to strengthen certain provisions in the Taft-Hartley law designed to get rid of union bossism and dictatorship.

"America could not expand if all her inventive genius were to be strangled by the threat that the manufacture of a labor-saving device shall not be permitted. This is the most reactionary doctrine that has ever been proclaimed in America and to have it championed by a labor union will help materially to impair the argument of those who resent the suggestion that the Taft-Hartley law can aid in emancipating the workers from the yoke of union bosses."—David Lawrence syndicated column (*Washington Evening Star.*)

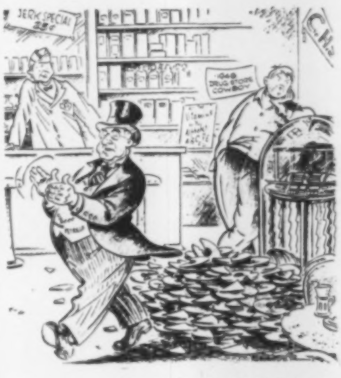
- "The fight of Petrillo versus progress is not going to be won by the president of the American Federation of Musicians. Inventions which give pleasure to large numbers of people are not going to be put on the shelf permanently by an aggrieved labor group.

"Featherbedding on the railroads and in the building industry comes from the same fear of unemployment. It is a tribute exacted from car riders and home owners to hold open jobs for workers. This unjust and uneconomic practice exists because our society has as yet found no way to quiet the fears of workers about their jobs. That is one of the challenges in the Petrillo ban." — Philadelphia Bulletin (WPEN).

- "Petrillo probably has a legal right to quit if he wants to. But will his high-and-mighty attitude help the musicians in whom he professes such interest and who certainly merit just treatment? We don't think so. It appears he has a fine chance of wrecking his union.

"Congress, which passed the Lea Act to put this music czar in his place, and the Taft-Hartley Act to curb some of the inequities forced by Petrillo and other bosses, may have to give another look at the industrial problems which such union moguls personify." — *Philadelphia Inquirer* (WFIL).

**Without A Song**



Alexander in Philadelphia Evening Bulletin

- "Actually, of course, what Petrillo is after is the continuation of his power to levy his own private tax on the pockets of the consumer. He wants the same power the federal government has — the power to tax.

"There comes a time for every dictator to fall. Isn't it about time that we rid the American scene of James C. Petrillo? Every time he opens his mouth he does honest American labor another injustice. If there is no power in current American law to prevent such an abuse as this power-drunk little tyrant is now trying to perpetrate, then let's get one."—*St. Louis Star-Times* (KXOK).

- "It is a strange state of mind, indeed, which has produced this order. It will be interesting to see how long the musicians, in particular the "name bands" and special artists, will be able to accept the conditions laid down. Loyalty to the chief may wear pretty thin when the surface on the old records becomes too scratchy to interest the buying public. The answer to monopoly is always competition. We would be very much surprised if Mr. Petrillo has not taken the last step necessary to encourage the organization of his own opposition." — *Toronto, Ont. Globe & Mail.*

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## Coronet Using One Week Test on Mutual Network

CORONET MAGAZINE, through Schwimmer & Scott Inc., Chicago, will sponsor what is believed to be the first test campaign using network facilities when it contracts, on a one-week basis, beginning Oct. 27 for 2:45-3 p. m. CST strip of Martin Block disc show on full MBS network.

Results of campaign will determine whether *Coronet* will further use network radio. Agency is considering other spot campaigns.

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## FCC Unified Forms Become Effective

### Applicants May Use Present Forms Until Feb. 29

REORGANIZATION of 20 existing broadcast applications into seven new and unified forms was ordered by FCC last week substantially as the Commission had proposed [BROADCASTING, June 30], to become wholly effective next Feb. 29.

Until that time, applicants may use present forms if they wish, but on that date 13 old forms will be withdrawn. "However," FCC declared, "applicants are urged to utilize the new forms as quickly as they become available, since they are easier to fill out and easier to process."

The new forms are expected to become available "in about a month."

Resulting from a reorganization of existing applications to standardize whole sections insofar as possible, eliminate duplications and reduce the variations in the nature of questions from form to form, the new applications will be known as:

**Form 301, to construct a new broadcast station or make changes in an existing station.**

**Form 302, for new broadcast station license.**

**Form 303, for renewal of broadcast station license.**

**Form 313, for authorization in the auxiliary broadcast services.**

**Form 314, for assignment of broadctsa license or construction permit.**

**Form 315, for transfer of control of broadcast license or permittee.**

**Form 321, for construction permit to replace expired permit.**

FCC said "these modernized forms will permit discontinuance" of the following:

**Forms 303A, statement of technical information concerning AM stations using non - directionalized antennas; 303B, technical information on AM stations using DA; 304, application for CP, modification of CP, or modification of license for existing AM station; 305, authority to install new or make changes in equipment of an existing broadcast station; 306, to determine operating power by direct measurement of antenna power; 316 inventory of station property; 319, for new high frequency broadcast station permit; 320, for high-frequency broadcast station license; 322, application for CP, modification of CP, or modification of license for existing high - frequency broadcast station; 327, supplemental statement required under Sec. 308 of Communications Act regarding station equipment; 330, for new TV station CP; 333, for CP, modification of CP, or modification of license for existing TV station; 335, supplement concerning network broadcasting, to application for AM authorization.**

Revision of broadcast application forms was worked out by representatives from FCC, Budget Bureau, and a special industry committee headed by Wayne Coy of WINX and WINX-FM Washington. FCC's proposal was issued last June 27, subject to comment by interested parties.

The Commission said that "views were received from the FCC Bar Assn., FM Assn., CBS, and NBC," and that "the approved forms reflect those suggestions which the Commission felt should be incorporated."

## Related Industries

*(Continued from page 17)*

shot operation immediately aimed at the phonograph recording and radio broadcasting industries and capable of adjustment without forceful legal or other action before the 'Caesarian' deadline Dec. 31, there are measures possible for the protection of the public and interests involved. The manufacturing industries through RMA will not be hesitant in the matter."

Despite the ban on transcriptions and recordings ABC Chicago announced it will transcribe its latest network sale—the *Groucho Marx Show* slated to debut Oct. 26, 8-8:30 p.m. (EST), sponsored by Elgin American.

Marvin Mann, vice president and radio director of Weiss & Geller, sponsor's agency, and John Guedel, program producer, agreed after conferences in Hollywood they would continue to transcribe the network shows until the ban actually goes into effect Dec. 31.

### Problem of 'Repeats'

In Chicago, Frank P. Schreiber, manager and treasurer of WGN, countered the AFM decision to quit making phonograph records and radio transcriptions after Dec. 31 with this comment, "WGN has served its millions of loyal radio listeners for 24 years. One vital part of this service has been WGN's outstanding musical programs. No matter what action is taken by the AFM, WGN will continue to broadcast the best in music."

An MBS affiliate, WGN employs one of the largest groups of musicians in the country, using 45 musicians alone on its weekly *Chicago Theatre of the Air.*

One concern, as expressed by a spokesman for CBS Mid-western Division involves delayed or repeat broadcasts, which certain stations are unable to carry at time of broadcast but which are recorded for individual station use later. He said he has seen no clarification, however, from Mr. Petrillo on that point.

Val Sherman, program director for WBBM, CBS owned and operated station, predicted that "a lot of the oldies may suddenly become very popular again. We'll rely on the tremendous music library we have, and do the best we can."

I. E. Showerman, v-p in charge of NBC central division, minimized the gloomy outlook by pointing out that huge backlogs of records are being accumulated by many companies.

He told of a conversation he had had recently with a radio-phonograph distributor, who expressed the opinion the public would be inclined to hesitate before purchasing a combination because of the ban on new records.

"I don't think it will be that bad," Mr. Showerman commented. "Actually its effect probably won't be felt for another year or so."

Smaller stations, dependent upon records and transcriptions for much of their programming, as well as disc jockeys, were acknowledged hardest hit by the ban. When this was pointed out to Mr. Petrillo the day he announced the ban, the AFM head said merely, "That's up to them."

Gene Dyer, general manager of WAIT Chicago, independent station, told BROADCASTING his station would not be affected too much by the ban. WAIT devotes about 35% of its programming to live programs and the remaining 65% to records, only a small percentage of which involve new releases. Actually, there are several independent stations in the Chicago area, which do not make a practice of adhering to a policy of playing only new releases.

One Chicago disc jockey, Jim Hamilton of WIND, described Mr. Petrillo's ban as "murder . . . within six months the public will be so sick and tired of hearing the records on our shelves we'll have to fold up."

Evidence of forthcoming activity in the recording industry was indicated by James Hilliard, recording director of Mercury Record Co., in Chicago, who said, "We plan to more than double our schedule on making new records between now and Jan. 1, so we'll be a full year ahead. . . . We hope the dispute will be settled by then.

### Joint Action Favored

Hope that one of the first effects of the AFM ban against records and transcriptions would be to organize both the radio industry and the producers of recorded music as a unit was expressed Oct. 22 at a roundtable discussion by the Chicago Radio Management Club.

A spokesman for a prominent music library firm said the answer to the boycott against recorded music may be formation of an organization similar to BMI to provide talent for transcribed and recorded music.

"Both their common interests (serving the radio public) call for such a united organization," he declared.

The spokesman said he felt "reasonably confident" that the formation of a talent-finding group, which would act as a union, would attract the top 10% of AFM membership which radio needs.

"We all know," he said, "that only a few members of the AFM have enough talent to perform for recording sessions and on the air. Unless some action of this sort is taken, the radio industry may be forced to duplicate the motion picture industry's threat of several years past in offering lifetime jobs to selected musicians to induce them to walk out on the AFM.

Guests of Chicago group included Milt Blink, vice president of Standard Radio; Ed Brauman, of Frederick W. Ziv & Co.; John Moser, attorney; Tom Compere, attorney for NBC Central Division.

**SCROLL** bearing signatures of more than 400 officers of the Salvation Army is presented to Edward J. Noble (center), chairman of board of ABC, in recognition of his leadership in the 1947 annual maintenance appeal. Representing the Salvation Army in presenting the scroll were Capt. William Carlson (l) and Mrs. Carlson.

Mr. Moser said the basic question involved was whether the notice to cease recording sessions was actually a violation of the Taft-Hartley law. He said in his opinion only the Supreme Court could finally decide whether such an act was an illegal boycott.

Mr. Blink told the group that, in his opinion, Mr. Petrillo intended to live up to the letter of his statement that the ban against records would stand forever, but expressed the hope that both the radio industry and the transcription firms would join forces in future negotiations.

### Northwest Discussion

Slow, careful action to develop a workable code was urged by Loren Stone, manager of KIRO Seattle, addressing the Seattle Advertising Club Oct. 21. Since the standards are designed to improve listenability, he said, hasty action might result in mass withdrawals from NAB or wholesale violations of the document.

Advertising agencies and sponsors using radio will be directly affected by the code, and will ask detailed explanation of provisions, he continued. Washington State broadcasters had discussed the code in detail at a meeting in early October, with a number of suggestions made for changes.

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## Rev. Smith

*(Continued from page 19)*

Mr. Peace said that when the Smith series began WFBC felt nothing wrong about this type of program. But as time continued Reverend Smith's broadcasts in particular were held to have a bad effect since he solicited funds, "repeatedly" attacked other groups and made innuendos against other creeds. Reverend Smith's nature was described as evangelical, highly emotional and intemporate.

### Reprisals Feared

As reprisals were feared, WFBC gave no advance notice of the cancellation, Mr. Peace testified. He said that the preacher on the Sunday following the termination devoted his entire sermon to denunciation of WFBM and its affiliated paper. Mr. Peace stated that Reverend Smith instructed his congregation to cancel their *News-Piedmont* subscriptions and boycott WFBC-advertised products. It was estimated that six months were required for the paper to regain its resulting circulation loss, valued at $10,850.

One sponsor, which had used a hillbilly show adjacent to Reverend Smith's program, was forced through embarrassment to give up its radio advertising as a result of the attacks, Mr. Peace stated. The firm was the Ballantine Packing Co., a meat packer in Greenville. Mr. Peace said that the sponsor's delivery trucks were barred by the people from entering certain communities and the firm officials interpreted the Smith attacks to be responsible.

### Other Cancellations

Under further questioning Mr. Peace informed the Commission that WFBC had cancelled the paid programs of four or five ministers in February 1938. He said that "no one else engaged in reprisals" excepting Reverend Smith. There also were no other protests to the new policy, he indicated.

Protests against Reverend Smith's series, and the others like it, were often received by the station, Mr. Peace stated. He said complaint was made by ministers of established churches in the area but none was received from the Ministerial Assn. as such.

At this point in the proceeding WIBK counsel indicated that its detailed interest in the WFBC policy and operations was to seek consideration of what was the correct policy for a station to assume on religious programs. Commissioner Durr then ruled that the general policy of a station regarding paid religious shows or free time was not at issue. Neither were Mr. Smith's beliefs at issue.

### Rev. Smith Repudiated

Questioned further about Reverend Smith's reputation Mr. Peace said he was considered a "disturbing element" and "calculated to inspire disharmony" in the community. He also was typified as creating unrest and being reckless in speech.

Asked as a citizen and broadcaster whether he favored a station grant to Reverend Smith, Mr. Peace replied "I would not want to live in a community where he operated a radio station."

Mr. Brown told the Commission that when he took over WSPA in 1940 Reverend Smith had a program on the station and that up to that time there was no religious program policy in effect. Mr. Brown said that upon assuming management of WSPA, the station, a 1-kw daytimer, received about $3,000 per month in revenue. One-third of this came from commercial religious broadcasts. There were a half-dozen other ministers using the facilities beside Reverend Smith, Mr. Brown said.

The former WSPA manager continued that he realized in order to build up the station he "must clean up such a situation." It was decided solicitation of contributions would be forbidden.

Reverend Smith protested the no-solicitation policy, Mr. Brown testified, and began abusing the station management on the air with such statements as "The devil had moved into the station . . . Washington should be on the watchout . . ."

### Boycott Use Charged

The climax came, Mr. Brown related, when Reverend Smith on a particular program in December 1940 urged his listeners to boycott any advertiser on the station. WSPA immediately cancelled his series. All religious time thereafter was rotated in the Ministerial Assn. of Spartanburg, Mr. Brown said.

The policy against paid religious shows and substituting instead an offer of free time to recognized religious groups was based on the NAB code of ethics, Mr. Brown said. He read a relevent portion of the new proposed code and stated it was basically similar to that portion of the old standard then in effect.

Commissioner Durr asked Mr. Brown, regarding the offering of time to recognized religious groups, "Could Christ get on the air?" Mr. Brown replied that he supposed He could.

Mr. Brown added that another reason for stopping the Smith series in particular was fear of some libel action involving the station.

FCC introduced several issues of Reverend Smith's *Carolina Watchman* which contained articles relating to the termination of the Smith series on WSPA.

Mr. Westergaard's testimony, taken late Tuesday and during the first portion of Wednesday's session, followed to some extent that of the other broadcasters. He said that Reverend Smith was buying time on WNOX from July 1941 to April 1946 when contract was terminated as a result of a policy adopted by Scripps-Howard Radio banning paid religious shows.

Mr. Westergaard said all such broadcasters on the station, of which there were five or six at the time, were given more than two weeks notice of the effective date of the new policy. He said Reverend Smith didn't like it and used his remaining two weeks to villify on the air both WNOX and the local Scripps-Howard paper, the *News-Sentinel*. No attempt whatsoever was made to censor this attack, Mr. Westergaard said.

**Mr. Westergaard**

Regarding the new policy whereby free time would be offered, partly through the advice and cooperation of the Knoxville Ministerial Assn., Reverend Smith stated that free time is controlled time, according to the WNOX manager. He added that the preacher charged the paper and station to be Communistic and their owners Communists.

In a pamphlet titled "Termites in the Temple" by Reverend Smith, introduced in the proceeding by FCC, were charges that WNOX and the *News-Sentinel* were "anti-God, anti-Bible, anti-Church and anti-Preacher." Queried by FCC counsel if this were not "intemporate language," Mr. Westergaard stated, "I would say so."

### Two Changed Policy

Two other Knoxville stations sold commercial religious time, Mr. Westergaard stated, but one of these soon followed the lead of WNOX when it assumed its new policy. Upon questioning whether the third station, identified as WBIR, still sold time for religious programs Mr. Westergaard answered affirmatively "to best knowledge."

Asked if he believed Reverend Smith's programs on WNOX to be undesirable, Mr. Westergaard replied there are "no shows considered undesirable on WNOX." He said some complaints had been received from time to time about Reverend Smith. On the occasion of a particular attack by Reverend Smith upon the Federal Council of Churches of Christ in America he said a half-hour was offered the Council for reply. It was accepted.

Several other witnesses from the local scene were subpoened by FCC to testify on Reverend Smith's activities and reputation. These included Edward B. Smith, editor of the *News Sentinel;* Dr. A. B. Rudy, Knoxville District superintendent of the Methodist Church; Thomas Kennedy, wholesale grocer and past president of the Knoxville Chamber of Commerce; Rev. R. O. Eller, pastor of the Central Methodist Church, Knoxville; Haskell Miller, professor of sociology, and vice president of Emory and Henry College, Emory, Va., and former Presbyterian minister and U. of Tennessee instructor in Knoxville; and D. Albert Jackson, Negro Baptist minister in Knoxville.

### Did Not Favor Grant

Mr. Edward Smith, upon direct question, stated he did not favor the grant of a station to Reverend Smith because of his reputation for inciting unrest in the community. He said Reverend Smith has employed intemperate language, stirred up strife, attacked race and creed and generally tore down instead of built up good feeling within the community. Mr. Edward Smith specifically stated he did not oppose Reverend Smith on a basis of beliefs since each is entitled to his own. But he did oppose unjustified attacks.

Doctor Rudy told the Commission that Reverend Smith "has the reputation of sowing seeds of mistrust and dissention" among church groups.

Reverend Eller characterized Reverend Smith as "intolerant" and "uncharitable" toward those who did not agree with him.

Of concern to the Commission was a letter by Mr. Thompson in the application in which he "pledged" to purchase the remaining 50 shares common. He had included the $5,000 for the pledge in the firm's balance sheet. Mr. Thompson admitted there was nothing in the record to show that his offer had been accepted and it was not considered a subscription of stock.

This remaining 50 shares continued to pop up in the FCC's inquiry as it later developed Mr. Thompson actually never had acquired the 50 shares as planned, and in fact in December 1946 it was purchased by the three stockholders in equal parts. Further inquiry revealed this transaction was not reported to FCC until nearly six months later on Form 323-A, the interim ownership report.

Omission of these facts from the applications for modification of permit and for the FM station also was brought out by FCC counsel. Mr. Thompson stated it had been his understanding the modifications concerned only the specific technical changes involved. The FM application on ownership questions referred to the prior AM application.

At the same time it developed in Mr. Thompson's testimony that no prior report had been made by WIBK of Reverend Thompson's purchase of all of the preferred stock in December 1946. The purchase involved 1,500 shares preferred at $10 per share instead of the amount originally set in the application, he said.

### Regarding Personal Income

Mr. Thompson also explained upon inquiry that he had answered the personal income portion of the application for Reverend Smith with the statement that the information would be submitted in full if requested, as he did not have the data immediately on hand when preparing the application. He said he planned to submit it as an amendment upon a requested Post Office report of its receipt at FCC, but none was received. The amendment since has been received, FCC counsel reported.

Extensive inquiry was made by the Commission regarding the sources of funds which Reverend Smith and his wife used to purchase their WIBK stock as well as the source of Mr. Thompson's money.

Reverend Smith told the Commission he began broadcasting some 13 years ago and his programs have averaged about twice a day during that time. He said the *Radio Bible Hour* began in 1935 on WFBC Greenville, S. C., moving later to WSPA Spartanburg, S. C., and then to WNOX Knoxville, Tenn. in 1941. The WNOX series was terminated in April 1946, he stated. After that he went to the representative of XEG Monterrey and bought a half-hour Sunday night period for $7,020. At that time he learned of the plans for the construction of XERF and that he might obtain time on that station if he could get $50,000.

Throughout the proceeding Commission counsel introduced copies of the *Carolina Watchman* containing articles purportedly of the nature under observation. Reverend Smith readily and firmly identified himself as author of each. The articles brought to the attention of the Commission ranged from editorials and discussions on Catholicism and the Federal Council of Churches to texts of Reverend Smith's radio sermons on the liquor question.

The present operating policy of WIBK was questioned several times during the proceeding. The station presently is on program tests. Mr. Thompson, who has acted as program director, told the Commission the station accepted paid religious programs. Reverend Smith earlier had testified he was sponsoring two quarter-hour programs daily on WIBK.

Mr. Thompson further stated that while no definite overall policy had yet been formed, it was planned to make WIBK a general public service. He said the FM station would carry some of the AM programs.

### Letters Commend WIBK

A folder of letters commending WIBK for public service was introduced by Mr. Thompson.

The operation of WIBK again entered the proceeding Thursday noon when FCC counsel questioned Mr. Thompson further about commercial and sustaining policy. The reply was that WIBK has tried to sell not more than 50% of its time over the period of a month. Mr. Thompson stated he did not have sufficient time to get a program breakdown prepared.

Reverend Smith recalled that he met Raymon Bosquez, Del Rio, Tex. advertising man, and Arthur Gonales, Del Rio attorney, who were seeking the XERF concession from the Mexican government for Villa Acuna. The station would operate on 1570 kc with 50 kw. He subsequently negotiated several contracts with the XERF principals for program time and personally made loans to assist the operation, he related. The station was granted in August 1946.

Reverend Smith stated his total interest in XERF is time purchases totaling some $85,000 covering two periods daily for the life of the station. The concession for a Mexican station usually runs 20 years. He said his contract with XERF includes a clause whereby he is covered by one-third of the station's insurance and another clause permitting him to veto any sale of the outlet.

Mr. Thompson related that his money for the purchase of the WIBK stock had come from personal savings over a number of years. He said Mrs. Smith had loaned him $1,600 at 3% to purchase the 16 2/3 shares common in December 1946.

# At Deadline . . .

## TWO PROPOSED GRANTS MADE FINAL BY FCC

FCC announced Friday it had made final its proposed decisions to grant applications of (1) Mid-America Broadcasting Corp. for new station at Louisville, Ky. on 1080 kc with 5 kw day and 1 kw night, using DA [BROADCASTING, Jan. 27], and (2) Narragansett Broadcasting Co. for new outlet at Fall River, Mass. on 1400 kc with 250 w fulltime [BROADCASTING, July 7].

Louisville grant was accompanied by denial of WINN Louisville's mutually exclusive application for 1080 kc in lieu of present 1240 kc with 250 w. Comrs. Walker, Hyde and Jones did not participate in decision. In New Bedford case two rival applicants, Southeastern Massachusetts Broadcasting Co. and Bay State Broadcasting Co., had removed conflict with Narragansett by amending to another frequency (1230 kc).

Ownership of grantee companies:

Mid-America—Owned by 11 stockholders, headed by James F. Brownley, former OPA deputy administrator, who owns 4.67%. Chief stockholders (20.44% each) are Edmund R. and Harold R. Plunkett, brothers, who have substantial interests in Plunkett-Webster Lumber Co., New Rochelle, N. Y.

Narragansett—Owned by four business and professional men: Clark F. Murdough, president, and George L. Sisson Jr., 14.28% each; Albert Pilavin, 42.85%; Leonard P. Cohen, 28.57%.

## FCC GRANTS NEW PA. OUTLET; ABELL, WEEU BOTH GET 850 KC

FCC FRIDAY proposed to grant both applicant's in Baltimore-Reading, Pa., 850 kc case, A. S. Abell Co. and WEEU Reading. Same time Commission proposed to grant application of Frank R. Smith Jr. for new station, Beaver Falls, Pa., 1230 kc 250 w unlimited, and to deny competitive request of Eagle Printing Co., Butler, Pa.

A. S. Abell Co., publisher daily Baltimore Sun and owner WASA (FM) and WMAR (TV) that city, granted new AM station on 850 kc with 1 kw fulltime, directional. WEEU authorized switch from 1 kw daytime on 850 kc to 1 kw fulltime, directional night, on that frequency. Initial issue of mutual interference resolved in hearing.

Mr. Smith, formerly president and general manager of WWSW Pittsburgh, favored by Commission in 1230 kc case to effect wider broadcast service distribution. FCC report found Beaver Falls (17,098 pop.) gets no primary service, Butler has WISR. Eagle Printing, publisher Butler Eagle, holds Class A FM conditional grant.

## WJBK HEARING ASKED

PETITION for hearing on WJBK Detroit's application to switch from 1490 kc to 1500 kc and boost power from 250 w to 10 kw being filed with FCC by Detroit Committee on Foreign Language Radio Programs as result of Fort Industry Co. station's cancellation of 11 foreign-language programs, according to Committee Chairman John Zaremba. Petition reportedly claims 10-kw power would bring under duopoly ban through overlap with WSPD Toledo and charges certain WJBK program policies are contrary to public interest.

RETIRING FCC Chairman Charles R. Denny was praised by colleagues in formal statement announced Friday. Adopted unanimously as presented by Vice Chairman Paul A. Walker Thursday at last meeting attended by Mr. Denny, statement said "he has displayed not only breadth of understanding and decisiveness of judgment but also a marked capacity for cooperation and leadership."

## GOP CONVENTION COVERAGE BY TELEVISION POOLED

POOLED TV COVERAGE planned for Philadelphia G.O.P. Convention in 1948. G.O.P. Convention Arrangements Committee met with broadcasters in Philadelphia Friday to plan broad terms. Most discussion over TV coverage. Includes 18 states with population of 68,000,000 and, more important, 267 electoral votes. Film service by plane will go to West Coast, Chicago, Indianapolis, Cincinnati.

Roger W. Clipp, WFIL Philadelphia, dropped pooled video service bombshell in committee's lap, announcing meeting of 14 newspaper owned outlets in Chicago had asked him to draw plan for convention coverage on same basis as World Series. NBC asked for competitive video coverage, but agreed to join pool after two-hour caucus with other networks. J. R. Poppele, television spokesman, serving as individual and not TBA, will head committee to work out details.

A. A. Schechter, MBS vice president, represented the networks and promised delivery of 1200 to 1300 AM stations. Pete Tully of Radio Correspondents Assn. asked more space because of increase in number wishing to cover.

## BMB OFFICIALS TESTIFY AT CLEAR CHANNEL HEARING

TESTIMONY by three BMB representatives on methods and procedures of BMB survey consumed FCC's Friday session of clear-channel hearings (earlier story page 15). Witnesses, appearing under subpoenas issued by FCC at request of Regional Broadcasters Committee, were Hugh Feltis, BMB president, and Richard Wycoff and George Baille, who participated actively in survey. RBC hopes to use survey data to show coverage of clear-channel stations and "the folly" of according them protection to extent they desire, RBC spokesmen said. No ruling yet on admissibility of BMB data.

Mr. Wycoff, last of three BMB witnesses, slated to resume testimony when hearing opens again today (Monday). Participants scheduled to present evidence this week, besides RBC, include WQXR New York; ABC; KSL Salt Lake City; CBS; NBC; State of Alabama; several educational groups, and, in final phase of its case, Clear Channel Broadcasting Service.

CONTINUANCE to Nov. 17 and removal to Knoxville, Tenn., ordered by Comr. Clifford J. Durr of inquiry into alleged misrepresentation in application and grant of WIBK Knoxville. Switch to Knoxville consented by Commissioner Durr to permit defense witnesses and testimony to attacks against WIBK president, Rev. J. Harold Smith, arising during last week's proceeding (see story page 19).

NBC's Kenneth Banghart national winner of H. P. Davis Memorial Announcers Award for 1947. Other winners—Ed Herlihy, WNBC New York; George Barclay, KFI Los Angeles; Ray Olson, WOW Omaha; David Bennett, WKBO Harrisburg. Honorable mention—David Garroway, WMAQ Chicago; James Westover, KDKA Pittsburgh; Albert V. Gilbert, WIBA Madison; Evans A. Nord, KELO Sioux Falls. Awards to be made on NBC program Nov. 2, 4:30-5 p.m.

## ANTI-PETRILLO COMMITTEE APPOINTED BY NAB

SPECIAL Industry Music Committee of 33 members announced Friday by NAB. Besides NAB executives and members, group includes FM Assn., Television Broadcasters Assn., as well as recording and transcription groups. Formation of committee, designed to bring united front in music war, authorized at Atlantic City convention. (Petrillo story page 17).

Members announced to date are:

NAB—A. D. Willard Jr., R. P. Doherty, Don Petty, Robert K. Richards.

FM Assn.—Leonard Marks, general counsel; William E. Ware, KSWI Council Bluffs; William Fay, WHAM Rochester; Ray E. Dady, KWK St. Louis; Paul W. Reed, WFAH (FM) Alliance, O.

Networks—Frank K. White, CBS; Frank E. Mullen, NBC; Joseph A. McDonald, ABC; Robert D. Swezey, MBS; Everett Dillard, Continental Network.

Broadcasters—Leonard Asch, WBCA Schenectady, John Elmer, WCBM Baltimore; Theodore C. Streibert, WOR New York; Roger W. Clipp, WFIL Philadelphia; Frank King, WMBR Jacksonville; Robert Thompson, WBEN Buffalo; Calvin J. Smith, KFAC Los Angeles.

TBA—Lawrence Phillips, Du Mont Network; Noren E. Kersta, NBC.

Transcriptions—Library Group: Richard S. Testut, Associated Program Service; C. O. Langlois Sr., Lang-Worth. Open-End Group: Joseph W. Bailey, Louis G. Cowan Inc.; Charles Gaines, Frederic W. Ziv. Co.

Recorders—Edward Wallerstein, Columbia; Milton Rackmil, Decca; Irvin Green, Mercury; Guy Lemmon, Majestic; James Murray, RCA Victor; George Jaycox, Signature; Capitol, to be named.

## PRESS RELATIONS IMPROVE

STEADY improvement in relations of radio stations and newspapers shown in survey of small cities conducted in NAB District 2 (N. Y., N. J.) by Si Goldman, WJTN Jamestown, N. Y. Newspaper ownership interest in stations a factor, survey reveals. Relationship excellent in 18% of cities, survey shows; fair in 38%; good in 6%; poor in 13%; noncooperative in 25%. Better understanding of mutual problems found by Mr. Goldman, chairman of district's Small Market Stations Committee.

WNBW Washington WRC, television affiliate, sold cross-the-board daytime TV to Southern Wholesalers and 50 RCA dealers. Eight-week contract for 4-5 p.m. Tuesday, Wednesday and Thursday with movies, childrens show and fashion show respective days. Fridays high school football will run 3:15-5 p.m. Agency, Henry J. Kaufman, Washington.

# Closed Circuit

(*Continued from page 4*)

mittee. For several weeks Mr. Borchardt, ex-German refugee and an attorney, has been interrogating broadcasters and others in Washington radio. House companion of White Bill (S-1333) which bears number HR-3595, introduced by Chairman Wolverton (R-N.J.) pending before House committee.

JOE BRECHNER, WGAY Washington manager, whose article "So You Want a Radio Station" ran in SatEvePost last December, discussing new article with SEP editors which would run same month this year. Trials of first year in radio would be topic.

THAT SEN. Wallace H. White Jr., (R-Me.) author of bill to amend Communications Act (S-1333) has been cognizant of low pay dilemma of members of FCC will be reflected in revised version of his bill when Congress reconvenes. Salary provision will provide for boost from $10,000 to about $12,500 for FCC members.

WWJ-TV
DETROIT NEWS
WWJ-TV
THE DETROIT NEWS

WWJ-TV's Television Cameras in action at the University of Michigan-Pittsburgh game in Ann Arbor.

## In Detroit . . . WWJ-TV IS TELEVISION!

A little over a year ago, WWJ-TV's pre-opening campaign was begun . . . promising great things in television for the future. After 8 months of regularly-scheduled operation, WWJ-TV, the first and only television station in Detroit, has more than fulfilled that promise. Through program showmanship and engineering perfection, WWJ-TV has taken television out of its swaddling clothes and made it an established Detroit medium. Already, thousands of television sets have been sold in Detroit . . . and interest is soaring to new peaks with the current televizing of the University of Michigan and University of Detroit home football games. In the golden television era which WWJ-TV has trailblazed in Detroit, it will retain its present leadership just as WWJ has done for 27 years.

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